

Crown to appeal against ruling that parents cannot kidnap children

By David Hewson

The Crown is to seek leave to appeal against a ruling yesterday that parents cannot, in law, kidnap their own children.

The Court of Appeal yesterday quashed the convictions for kidnapping and contempt of court of a New Zealand man who twice snatched his daughter from his former wife.

A senior appeal judge, Lord Justice Watkins, said that Mr Daily's case was a serious example of the deliberate flouting of High Court orders by a father, but he should never have been convicted of the criminal offence of kidnapping.

The decision was criticized by the Children's Legal Centre, which was set up in 1979, The Year of the Child, to deal with matters of law relating to young people. Miss Rachel Hodgkin, an officer of the centre, said it meant that the law saw children as being the property of their parents.

A private member's Bill due for its second reading on December 16 would, however, make child abduction a criminal offence if it became law, she said.

The Court of Appeal ruled that Mr Daily should not have been tried at the Central



Lord Justice Watkins: 'Father should not have been convicted.'

Criminal Court for contempt and taking his daughter away from her mother, in what is thought to have been the only case of a parent being charged with kidnapping his child.

The correct course which should have been pursued was for Mr Daily to be brought before a High Court Family Division judge, the court said.

It set aside a two-year suspended jail sentence which was passed on May 18 last year. The Crown is to seek leave to

appeal to the House of Lords against that ruling.

Mr Daily did not challenge a further conviction of falsely imprisoning his former wife at an address in Harold Hill, Essex, before taking their daughter Emma to New Zealand in 1978. He was given a two-year suspended sentence on the false imprisonment charge.

The appeal judges ruled that, as a general conclusion, there was no such offence as the kidnapping of a child under 14, even by someone who was not the child's parents. The act would be covered by the charge of child stealing.

They also ruled that the offence of kidnapping could not be committed by a parent who took a child under the age of majority, unless the child had lawfully married and passed out of the responsibility of the parents.

Lord Justice Watkins said that the jurisdiction of judges to punish for disobedience of court orders on children, regardless of whether they were wards of court, was extensive and powerful. Parliament had never intended that a mother or father should be prosecuted for child stealing.

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In accord: Nine brass players from Bordeaux are combining with six British players to give their first concert in Britain tonight at St John's, Smith Square, central London. The Brass of Aquitaine and London, formed by its conductor, Richard Harvey, when he was teaching at Bordeaux University, includes nine lecturers in music. Mr Harvey has written some of the music for tonight, which will also include works by Monteverdi, Purcell and Copland. (Photograph: Orde Eliason)

Pacemaker surgeon says patients may die due to NHS cuts

By Thomson Prentice, Medical Reporter

Some patients requiring heart pacemakers may die as a result of the "domino effect" of National Health Service cuts, a leading surgeon said yesterday.

Dr Richard Sutton, consultant cardiologist at the Westminster Hospital, is a recognized expert in heart pacemaker implantation, who performs an average of four such operations a week.

However, because of budgetary restrictions he has only 40 pacemakers left until next March. He added: "I anticipate I will need another 50, which represents a cost of £100,000, by January."

"The situation is approaching where some patients will require pacemakers and will not be able to get them, and some of them will die."

Dr Sutton said that the pacemaker unit at the Westminster Hospital was under increasing pressure because hospitals in other areas were referring more patients to him.

"The DHSS is forcing cuts and closures affecting pacemaker operations elsewhere. Those patients have to be sent somewhere, and they are coming to us. The cuts have a domino effect," he said.

The Westminster Hospital is considered to be one of the leading pacemaker units, it has contributed to the research and development of the most advanced versions of the equipment. However, as a result of that work the cost of a pacemaker has increased to about £2,000.

The pacemaker budget allocated to the Westminster for the financial year that began in April was £230,000. Dr Sutton said he needed another £100,000 before the end of next March, and would then be seeking £350,000 as the allocation for the next year.

Mr Trevor Patchett, the deputy district administrator of the Victoria Health Authority, which includes the Westmin-

ster, said: "This authority is being asked to save £2.65m next year, at a time when demands for its services are growing."

He is quite right about the domino effect. We are getting more and more referrals if patients because of cuts elsewhere, and are trying to cope with them while facing cuts of our own."

Lack of NHS funds led to the death of six year old girl it was learnt yesterday. The girl, named Anne Marie, was denied a bone-marrow transfusion at the Westminster Children's Hospital because the cost of the operation was £7,000 and funds were short. It was decided that other patients stood better chance of success.

That decision was disclosed last week when Princess Anne launched a special appeal to raise money for a new 10 bed bone marrow unit at the hospital.

In another aspect of health a service cuts, a group of general practitioners were granted a temporary injunction in the High Court yesterday to prevent the closure of the cottage hospital, the Northwood and Pinner.

The hospital was due to close yesterday but it has been occupied by staff since last week. About 20 patients are still receiving treatment there. At the Hayes cottage hospital near by a similar occupation is continuing.

The injunction means the closure of the Northwood and Pinner hospital will be postponed at least until Friday when the case returns to court.

Trade unions in the NHS have told the Government that the country faces the "inescapable burden" of growing expenditure on health care with more not less staff needed to meet the growing demands placed on the service (Our Labour Correspondent writes).

Two million letters arrive late

By David Cross

More than two million letters arrive late on any given day, according to the Post Office Users' National Council in a report published yesterday.

Only 85.8 per cent of first-class letters and 92.3 per cent of second-class letters arrived on time, the council said in its annual report of the Post Office's activities in the 1982/83 financial year. The Post Office's own targets are 90 and 96 per cent respectively.

This level of lateness is unacceptable, the council, the official watchdog of the Post Office's services, said.

The council said that it conducted test surveys that

highlighted problems on specific routes and in particular sorting areas. The results showed that mail posted at the same time could receive different time stamps and in one instance some first-class items were not date-stamped until the next day.

The council called on the Post Office to further investigate problems affecting the quality of service and in particular to identify the black spots in the system.

Responding to the council's criticisms, a Post Office spokesman said yesterday that improvements have been made in its mail delivery. The latest

figures covering the period between July and September of this year, showed that 88.7 per cent of first-class mail and 93.8 per cent of second-class mail was reaching its destination on time.

The Post Office was also urged to speed up the introduction of new counter technology, particularly the installation of computer terminals.

The council conceded that the complexity of introducing a comprehensive computer system to handle the full range of counter services given that there are at present about 150 different types of transaction. The cost would be huge since the Post Office has indicated that it would probably need 50,000 terminals positioned at between 15,000 and 20,000 different locations.

Finally, the council expresses its concern at the fall in the number of Crown and sub-post offices during the past 10 years. During the last financial year, for example, 121 sub-postoffices had opened, compared with 216 that closed.

A sizable proportion of sub-postoffices that closed had not been replaced because of the difficulty of finding suitable applicants with suitable premises.

DELIVERY TARGETS: How the Post Office is doing		
Target	1980-83	1982/83
90% of first class by next working day	85.8%	85.8%
96% of second class within 3 working days	92.3%	92.3%
	1980/1	1981/2
1st class	86.4%	84.3%
2nd class	92.5%	91.7%
1982/3	85.8%	92.3%
Quarterly (82-83)		
Apr to Jun	85.0%	91.5%
Jul to Sept	82.7%	91.0%
Oct to Dec	87.4%	94.1%
Jan to Mar	87.9%	93.2%

Nilsen showed desire to kill, psychiatrist says

Dennis Nilsen had an "overwhelming desire to kill" and planned the deaths of his victims purposefully and without anxiety, a jury at the Central Criminal Court was told yesterday.

Dr Paul Bowden, a psychiatrist called by the prosecution, described Mr Nilsen's behaviour as extremely abnormal. "Statistically someone who kills 15 or 16 men is a very rare animal," he said. But he disagreed with the defence evidence that it showed a severe personality disorder.

Mr Nilsen, aged 37, of Cranley Gardens, Muswell Hill, denies six charges of murder and two of attempted murder. He has admitted to the police dismembering, boiling and burning the bodies of his young victims and the defence is seeking a verdict of manslaughter on the ground of diminished responsibility.

Dr Bowden, consultant forensic psychiatrist at the Bethlem Royal and Maudsley Hospital and visiting psychiatrist at Brixton prison, disputed defence suggestions that Mr

Nilsen had treated his victims as objects and lacked remorse.

He said Mr Nilsen tried to hide his feelings despite confusion and sadness at what he had done. During one interview at Brixton tears had filled his eyes as he was questioned about the "quite frightful" strangling and drowning of John Howitt in December 1981.

"He was about to start crying," Dr Bowden said. "He spoke to me about him never being able to show his feelings to anyone. Then he walked out of the room."

He told the court that he accepted Mr Nilsen's own version of his motives: an overwhelming desire to kill, the sense of power killing gave him, and the wish to transfer the feelings of criminality he had about his homosexuality to the killing.

He said he could find no support for defence evidence of abnormal sexual behaviour with the bodies of his victims, isolation, alcohol abuse, identity of relationship problems.

The hearing continues today.

Cigarette 'glamour' attacked

By Our Medical Reporter

The British Medical Association wants stricter controls on the "insidious approach" of some cigarette promotions. It claims that they exploit a loophole in the advertising code of conduct.

The association accuses manufacturers of flouting the spirit of the Advertising Standards Authority's ethical code by linking cigarette brands with sporting events and other activities which by implication "depict smoking in a glamorous light".

In the News Review, a newspaper sent to doctors, the association says that the advertising authority's cigarette code bans advertisements which glamorize smokers, but allows cigarette names to be used to promote non-tobacco products and activities.

It cites the John Player Special brand, which has its own racing car and markets sportswear. It also names the Kim brand. "The brand's colours, of browns pinks and yellows on a white background, depict a healthy, sporty, clean-cut image for the independent woman", the association says, adding that the brand is linked with promoting umbrellas and bags in the same colours.

The association says young adults are the main targets of cigarette companies. "If they adopt the smoking habit early, they could remain life-long consumers. It is this age group which most readily responds to the glamour images."

The BMA's latest call comes after publication of a survey by the Office of Population Censuses and Surveys which indicated that more than a quarter of children are smoking by the time they reach their fifth year in secondary school.

In a separate initiative, a senior lecturer in health education has written an open letter to Mr John Patten, Under Secretary of State at the Department of Health and Social Security, urging his to take tough anti-smoking measures.

In his letter, published in the British Medical Journal, Mr Mike Daube, of the department of community medicine at Edinburgh University, says that cigarette smoking kills more than 90,000 people in Britain

Battered wife who killed her husband is freed

A battered wife who shot dead her violent husband was freed yesterday by a judge at the Central Criminal Court, after spending six months in jail on remand.

The decision by the Common Serjeant, Judge Tudor Price, was greeted with cheers and applause from relatives of Mrs Celia Ripley in the packed public gallery.

The court was told that Mrs Ripley, aged 34, killed her husband with a shotgun blast as he stood drinking in the Derby Arms public house in Croydon, on April 26.

She had told the warden of the battered wives' hostel where she was living that she intended to shoot her husband, but her "cry for help" was ignored.

The judge gave Mrs Ripley an 18-month suspended sentence and ordered her to be supervised by a probation officer. "The public interest does not require you to be imprisoned further," he said.

Mrs Ripley wept as she was released with her sons, Mark and Henry, outside the court and said: "Today and the day I killed my husband will be on my mind for the rest of my life."

How I pray to God that someone had taken me seriously and stopped me."

The court was told that her husband, Mr Mark Ripley, aged 38, was a gypsy scrap dealer and a feared bare-knuckle fighter.

Mr Michael Coombe, for the prosecution, said Mrs Ripley suffered violence from him over many years. He broke her nose and ribs, threatened to shoot her and forced her to take part in distressing sexual practices.

After going to live in a battered wives' hostel in Penge, south-east London, she showed the warden her husband's shotgun and said she planned to shoot him.

The warden was sufficiently alarmed to tell social workers, but nothing was done. The warden was baby-sitting for Mrs Ripley when she drove to the public house to carry out her threat.

Mr Neville Sarony, for the defence, said Mrs Ripley had asked for attention but no one had taken her seriously. Mrs Ripley pleaded guilty to manslaughter. Her denial of murder was accepted on the ground of provocation and diminished responsibility.

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Not just your company alone. It's what British industry could save if all possible energy savings were made. And that's what the Energy Efficiency Office has been set up to help you do. Because nowadays with high fuel prices, energy costs are a real part of production costs. And therefore a major consideration when estimating your profit margins and potential profit growth.

In a nutshell, a company that's not using energy efficiently just isn't as profitable as one that is. Energy costs are controllable and many companies are proving it every day. Perhaps the first major step is to appoint an energy manager. Someone who's responsible for all your company's energy use. By implementing specific programmes he can save you both energy and money. Also if he's a member of his local Energy Management Group he'll keep up with all the latest ideas. (Contact the EEO for details.)

Secondly, an outside consultant will normally be able to identify measures which will quickly save you many times his fee. Furthermore the savings are repeated year after year. If you like, the EEO can help pay the consultant. Contact us. Thirdly, there may be highly cost-effective

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For instance if you are going to make changes in your production line you could install equipment to re-cycle waste products. Information about heat pumps, waste as a fuel, automated energy management systems and many more applications of new energy-saving technology is freely available. And the savings you will make aren't peanuts. We're talking about tens to hundreds of thousands of pounds that your company could save on energy every year. The EEO is there to help you achieve this.

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Name _____
Job Title _____
Address _____
Tel _____

ENERGY EFFICIENCY OFFICE

Brittan condemns picket violence as organized anarchy

NGA DISPUTE

The violence on the picket line outside the Warrington printing works of Messenger Group News- papers last night was condemned by Government and Opposition spokesmen in the Commons. Mr. Leon Brittan, the Home Secretary, said it was not spontaneous action, but organized anarchy. In a statement he said: "There is and can be no excuse for violence and the attempt by intimidating weight of numbers to negate the lawful rights of other people."

He made it crystal clear to him that if there is any assistance he requires from me, it will be readily available, and he will have my complete support for the exercise of his very considerable powers to the full extent that is required to deal with the situation.

Mr. Brittan in his statement said: I understand from the Chief Constable of Cheshire that between 9pm and 11pm last night the number of pickets increased rapidly from 300 to about 4,000 people. Their purpose was clear. It was not to communicate information, it was not persuasion. It was to prevent by physical force and weight of numbers newspapers being taken out of the premises.

Mr. Brittan said: I do not share the view of the Deputy Leader of the Labour Party (Mr. Roy Hattersley) who said: "Those of us who believe the law to be wrong have to change it rather than break it."

At the height of the operation, the Chief Constable deployed over 1,300 men from his own force and those of Greater Manchester, Merseyside, and Lancashire. As a result, the vehicle carrying the newspapers was able to leave the premises at the time planned and at 5am this morning and did so. The pickets began to disperse from about 6am.

Mr. Brittan said: I am sure that the NGA desired to avoid violence they ought to call off the pickets tonight and should be urged to do so by the official spokesman of the NGA.

I have conveyed to the Chief Constable my great appreciation of the police action, (Conservative cheers) and the way in which his officers and those of the other forces dealt with an immensely difficult situation. It is a great tribute to the fact that the pickets who are injured, officers, and sympathy should be passed on the injured officers, as I did in the case of those who incurred injuries last week.

Mr. Brittan said: I do not share the view of the Deputy Leader of the Labour Party (Mr. Roy Hattersley) who said: "Those of us who believe the law to be wrong have to change it rather than break it."

There is genuine anxiety among many people on the West coast of Scotland at the possible link between the increased level of radioactivity in coastal waters and apparent increases in the level of leukaemia among young people. That anxiety has been described by the finding of seaweed off the coast a thousand times more radioactive than the normal level.

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Special Christmas Sale 20 To 50% Off. Give the present that will last a lifetime. Hurry to the pre-Christmas sale!!

What action will the Home Secretary take as a member of the Cabinet to get the parties to the dispute round the table to sort out their differences by the time-honoured process of negotiation and conciliation?

Mr. Brittan: I welcome Mr. Kaufmann's condemnation of violence. I am sure that the Government has no intention of countering breaches of the law by any means other than the use of the law.

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No need for alarm over radiation. The total amount of artificial radiation monitored off the Scottish coast gives no cause for immediate concern.

Why no holiday in satellite Scotland. There was laughter during exchanges at Scottish question in the Commons about the possibility of declaring St Andrew's Day (today) a public holiday in Scotland.

Decision on freerports early next year. A Government motion welcoming progress made to restructuring and strengthening the Scottish economy was carried in the Commons last night.

No action by Greece over graves. Although the names of people who had desecrated the grave of the Noel-Baker family in Greece were the British Ambassador to visit and send a representative to Mr. Francis Noel-Baker's 150-year-old home at Ackington in Europe and report to her.

Home-ownership up 5 per cent under Tories. Continuing cuts in the housing programme meant misery for people. Lord Pinc of Haslemere (Lab) said that the housing stock of the nation is in a deplorable state.

Country-side Bill. Mr. Andrew Bennett (Denton and Reddish, Lab) was given leave to introduce a Bill designed to improve public access to the countryside.

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UKRAINE

Syria insists on Lebanon ditching its peace treaty with Israelis

From Robert Flak, Beirut

As leaders of Lebanon's principal militias and political parties gathered in Geneva last night for their first meeting in more than eight years of mutual and savage hostility, Syria was insisting that the Lebanese President and the other delegates to the National Reconciliation Conference here should start their talks by discussing the destruction of the unofficial peace treaty between Lebanon and Israel.

President Amin Gemayel had been hoping to postpone the topic until the end of the conference, but Mr Abdul Hafiz Khaddam, the Syrian Foreign Minister, emphasized at a private meeting with the pro-Syrian Lebanese National Salvation Front yesterday morning that the abrogation of Lebanon's treaty with Israel was a prerequisite for the success of the conference.

Mr Gemayel was under no illusion last night that Syria represents both the immovable object and the irresistible force behind the conference: with three Lebanese leaders - Walid Jumblatt, Suleiman Franjeh and Rashid Karami - on his side, Mr Khaddam can virtually dictate the agenda.

This appears to be exactly what he did when he gave lunch to the Lebanese opposition triumvirate at the home of Mr Issam Faris, a wealthy Lebanese businessman, in Geneva shortly before the conference began.

In his opening address last night, President Gemayel thanked repeatedly of what he called "the conspiracy" against Lebanon, and emphasized the importance of the 1943 agreement that gave Lebanon its Christian Mafanite presidency and power-sharing Government. But he implicitly acknowledged the security interests of Lebanon's neighbours, and in an apparent reference to Syria, added that Lebanon could not "act independently of its environment and brethren when the issues of war and peace in the region are at stake."

Mr Gemayel, who significantly thanked the Saudis far more fulsomely than the Syrians in his speech, told his political allies and rivals: "Our country is dying... destruction affected us equally. It took our property and our belongings... and from each of us it snatched a brother, a son, a companion, a friend, a loved one". Mr Gemayel did not say that this was Lebanon's last chance, but he probably meant it.

The men who have alternatively made and broken Lebanon over the past eight years arrived at the Intercontinental Hotel here in a style that quite belied their ruthless militia origins, for the most part a series of waistcoated, dark-suited men with grey hair who might have been mistaken for genial elder statesmen.

By five o'clock the nine principle delegates had decided to sit at a rectangular table layout. All apparently decided that they would not shake hands before sitting down, an agreement that did not take long to reach. None was reported to have noticed the name of the conference suite in which they gathered: *La Salle de Carnival*.

A group of Druze and Phalangist officials - bloody adversaries in their own country - met by chance in the hotel lift during the morning and spent several seconds staring at each other with palpable suspicion until one of the Phalangists held out his hand with the words: "Hello, pal, how are you?"

The Druze had spent much of the morning complaining about the Swiss security arrangements for Mr Jumblatt, although the Druze leader - who had last been seen climbing into a golden Mercedes at Montreux with two extremely attractive blondes - did not at first appear to share this concern.

Nor did Mr Nabih Berri, the Shia Muslim "Amal" militia leader, who took his bodyguards onto a boat on Lake Geneva. But when Mr Jumblatt arrived in the foyer of the conference hotel last night he argued with Swiss security police, pointedly refusing to walk through a metal detector.

The decisions reached at a Cabinet meeting in Canberra yesterday are a significant hardening of Australia's attitude to the situation in Grenada.

Initially Australia took an equivocal position with Mr Bill Hayden, the Foreign Minister, simply saying that Australia would be "uneasy and discomforted" if the intervention proved to be an external solution to an internal problem.

Grenada: Invasion island still centre of dispute



Shells away: Field guns of the American 82nd Airborne open fire during an operation in Grenada.

Hawke refuses to send troops

From Tony Dubodain, Melbourne

The Federal Government has ruled out any participation by Australian forces in a proposed Commonwealth peacekeeping force in Grenada and at the same time has come out against American intervention.

The decisions reached at a Cabinet meeting in Canberra yesterday are a significant hardening of Australia's attitude to the situation in Grenada.

Initially Australia took an equivocal position with Mr Bill Hayden, the Foreign Minister, simply saying that Australia would be "uneasy and discomforted" if the intervention proved to be an external solution to an internal problem.

However, after yesterday's Cabinet meeting, Mr Hayden said that if Australia had been consulted by the United States before it intervened in the Caribbean, it would have argued against it. It is understood Mr Hayden has all along favoured a stronger line against American intervention than Mr Bob Hawke, the Prime Minister.

Yesterday Mr Hayden said that it was "hardly justly the use of force, certainly before all other possible courses of action had been exhausted".

While acknowledging the possible risk to foreign citizens in Grenada, yesterday's Cabinet statement failed to mention many of the other concerns raised by President Reagan.

Australian officials are expressing increasing concern that 3,600 American troops have not yet been able to flush out a few hundred Cubans.

● WELLINGTON: The Cabinet yesterday stopped short of formally endorsing the US invasion of Grenada but accepted that Cubans had been constructing a military installation there that could have been destabilizing to the security of the region (W. P. Reeves writes).

Mr Robert Muldoon, the Prime Minister, indicated that New Zealand would be prepared to contribute to a peacekeeping force, if this were requested by the Commonwealth.

Secret vote led to fall of Bishop

From Mehahn Ali, Washington

A Grenadian Embassy official in Havana has said that the events which led to the death of Mr Maurice Bishop on October 19 began at a secret meeting in Grenada in September.

The Central Committee of the New Jewel Movement, Mr Bishop's party, said he would have to share leadership with Mr Bernard Coard, the Deputy Prime Minister.

The Grenadian official, told *The New York Times* that the committee decided on September 14 to allow Mr Bishop to continue as head of state. But Mr Coard would privately assume control of the economy and party matters.

The official said Mr Bishop then tried to float a rumour on Grenada that Mr Coard and his wife, Phyllis, also a Central Committee member, were trying to kill him.

The party decided to place him under house arrest on the pretext that counter-revolutionaries might try to kill him.

France frees Libyan

Paris - France has released an alleged Libyan terrorist, Mr Said Rachid, who is wanted by Italy in connection with the murder of five opponents of Colonel Gaddafi's regime (Dina Goddes writes).

Mr Rachid was allowed to fly back to Libya after the Appeal Court in Paris ordered his release from prison, where he had been detained since his arrest on October 7.

The court explained that no extradition request had been received from Italy within the 20 days laid down in the Franco-Italian Treaty of 1870 and that France itself had no case against the Libyan.

Kuwait buys Hawk jets

British Aerospace has received an order thought to be worth about £70m to supply 12 Hawk military jet aircraft to Kuwait within about two years.

Kuwait is expected to use the Hawk as an advanced trainer, but also operationally in air defence and ground attack roles.

Still searching

Hongkong (AFP) - Chinese ships have picked up a radio transmitter and four life-vests from the US oil drilling ship *Glomar Java Sea*, missing in the South China Sea for nearly a week. No survivors have yet been found, but the search continues.

Long way round

Brisbane (Reuters) - The 40-year-old Australian long-distance runner, Ron Grant, a bread salesman, arrived exhausted to a hero's welcome after running 10,364 miles around Australia in 217 days. He wore out 14 pairs of shoes.

Corn shortage

Harare (AP) - Zimbabwe, one of Africa's few food exporters, has been forced to ration maize and wheat after two years of devastating drought, the Government said yesterday.

Record crop

Peking (Reuters) - China will harvest a record grain crop this year, beating last year's record of 353.43 million tonnes, according to Mr Tian Jiyun, a Deputy Prime Minister.

Switch to TV

Sydney (AP) - Mr Geoffrey Whitehead, the British Director-General of Radio New Zealand, has been appointed managing director of Australia's National radio and television network.

Kohl in Japan

Tokyo (Reuters) - Chancellor Helmut Kohl of West Germany arrived last night on a four-day official visit.

Shorter week

Budapest (Reuters) - Hungary's Communist Government has ruled that some factories can cut their employees' working week to 40 hours.

China visit

Peking (AFP) - Mr Gaston Thon, president of the European Commission, is due here today for a five-day visit.

Superbloom

Tours (Reuters) - An amateur gardener M Francois Santini, says he has beaten his own world record for a chrysanthemum - 688 flowers on a single plant. He owns a fertilizer company.

Supertree

Peking (AP) - A large evergreen tree, dating back to the age of the dinosaurs 150 million years ago, has been unearthed in Sichuan province. The fossil has a trunk 22ft and up to 32in in diameter.

Druze rebels in mountain fight with Army

Beirut (Reuters) - The Lebanese Army clashed with Druze-led insurgents in the mountains east of Beirut yesterday, before the start of reconciliation talks in Geneva, shattering a rare calm on the battlefronts.

Military sources said the fighting, with artillery and machine-guns, started just before noon around Lebanese Army positions in the strategic mountain town of Souk al-Gharb, breaking the ceasefire after a 24-hour lull.

The sources said about 50 shells were fired into the area, at the rate of one shell per minute.

Souk al-Gharb, seven miles east of Beirut, bore the brunt of the fighting between the Army and Syrian-backed anti-government forces in September.

UN puts pressure on Iran over Hormuz

From Zoriana Pysariwsky, New York

The UN Security Council yesterday affirmed the right of free navigation and commerce in the international waters around the Gulf and called upon Iran and Iraq to end the war which could limit access to sea-lanes.

Twelve members voted for the measure to try to stop Iran carrying out its threat to close the Strait of Hormuz. There were no votes against, but Malta, Pakistan and Nicaragua abstained in what was largely a French-inspired and strongly promoted campaign.

The resolution also condemns implicitly Iraq's military operations against civilian targets in Iran and calls on the two sides to refrain from any action that might endanger peace and security as well as marine life in the Gulf region.

● TEHRAN: Iran sealed off one of three sources of the leak which has been allowing 2,000 gallons of oil a day to flow into the Gulf from the Now Ruz field since March, when it was bombed by Iraq (Asahi News Service reports).

Iran had no help from industrially advanced countries in sealing the leak in an operation which took 40 days.

● BAGHDAD: Iraq said its Navy and Air Force had destroyed three Iranian naval vessels near the Iranian port of Bandar Khomeini at the head of the Gulf and two others had been wrecked by Iraqi mines round the port (Reuters reports).

Trinidad says: 'We were not told'

Trinidad and Tobago complained yesterday that the Organisation of Eastern Caribbean States (OECES) had failed to consult it over the American-led intervention in Grenada (AFP reports from Paris). The Education Minister, Mr Overland Padmore, said this was because it had earlier indicated it opposed force. He told the Unesco conference: "It is probably because our position did not conform to that of the OECES that we were not consulted."

● HAMBURG: Two West German students just back from Grenada said they saw no evidence that the foreign community felt threatened by the island's military rulers after the shooting of the Prime Minister, Mr Maurice Bishop (Reuters reports). "The foreigners did not feel under threat or

in danger, even during the curfew, until the invasion.

● LONDON: Mr Ron Brown, Labour MP for Edinburgh, Leith, called on the TUC to back a boycott of the 1984 Olympic Games in Los Angeles in protest against the American invasion of Grenada. He urged the TUC to follow the example of Australia's largest union, the Engineering Workers, which had already suggested a boycott.

Damage to new airport feared

By Rodney Cowton, Defence Correspondent

The new airport at Point Salines in Grenada (right), the military potential of which has been causing the Americans concern, appears to be comparable with the civil airports in neighbouring islands.

The idea of building a new airport to replace the limited facilities at Pearis in the north of the island has been talked of for nearly 20 years, and but for the American invasion it would have opened on March 13 next year.

It is said that before the American action about 85 per cent of the civil engineering and building work, being done largely by Cubans, was complete, while about 60 per cent of the installation of technical equipment by Plessey Airports had been finished.

However, people familiar with the project fear that work will have been greatly set back through premature use of the airport by the Americans.

The airport will have one runway, 9,000ft long, said to be very close to the minimum length from which wide-bodied jets can operate.

It will not have radar, but will have a number of navigational aids, including a non-directional beacon and a VOR,



which is a short-range radio navigation aid.

All these facilities appear to be directly comparable with those at the international airports on Antigua, Barbados, St Lucia and Trinidad, though Barbados has a longer runway of 11,000ft and Trinidad one of 10,500ft. Both Barbados and Trinidad already have instrument landing systems.

A spokesman for Plessey Airports said the terminal facilities had been designed to enable it to cope with one wide-

bodied jet with about 350 passengers at a time.

When the People's Revolutionary Government seized power in March, 1979, it made efforts to raise the necessary funds through the International Monetary Fund and other sources. The Americans refused support for the project, but the British backed the £6.5m contract won by Plessey.

The EEC provided support for a number of projects on the island.

Lay-down-arms call by Sir Paul

The radio address given by Governor-General Sir Paul Scoon in St George's on October 28 was:

Fellow Grenadians:

I speak to you today as your Governor-General and as one who has great faith in the Grenadian people. I am confident that you will find the courage to put those tragic events from the past two weeks behind you and join with me in the task of restoring your country to its normal, peaceful way of life. At this trying period of our country's history we must be guided by thoughts of reconciliation, forgiveness, and reconstruction. Our energies must be devoted to restoring the process of democratic life through freedom and human dignity to all our people.

At the same time, we must insist on high standards of morality in public life. There is no need here for me to enumerate the tragic and un-Grenadian events which led to the death of Prime Minister Maurice Bishop and three of his Cabinet colleagues.

Innocent men, women, and children were also killed or injured. To say the least, I shall like to extend heartfelt sympathy to the bereaved families. The killing of Prime Minister Bishop and the subsequent control of our country by the People's Revolutionary Army so horrified, not only Grenadians but the entire Caribbean, the Commonwealth and beyond, that certain Caribbean states, with the support of the United States of America

decided to come to our aid in the restoration of peace and order.

Of course, intervention by foreign troops is the last thing one would want for one's country. But in our case, it has happened in deteriorating circumstances, repugnant to the vast majority of the people of Grenada, the people who live and work here, and of whom I am well advised have welcomed the presence of these troops as a positive and decisive step forward in the restoration, not only of peace and order, but also of full sovereignty that's enabling our democratic institutions to function according to the expressed wishes of the Grenadian people at the earliest possible time. Sad to say, it is now known that the People's Revolutionary Army, the PRA, had in its possession an incredible amount of foreign sophisticated weapons.

I wish to thank the countries involved for coming to our assistance so readily and I call upon you, the people of Grenada, to give your fullest cooperation to the peace-keeping force in our country. Col. Barnes of Jamaica has been appointed commander of the peace-keeping force. In these difficult times, I would endeavour to do my best, as I have done in other circumstances, since my appointment as Governor-General on September 30, 1978.

It is my intention in the next few days to appoint in my own deliberate judgment, a representative body of Grenadians to assist as

an interim measure in administering the affairs of our country. This administration will comprise persons of integrity and ability. Let it be clearly understood that this will not be a bad administration of politicians. This interim administration will provide us with the necessary breathing space to enable arrangements to be made for an early return to full constitutional government by way of general elections.

All government employees must report to work on Monday, October 31, and I hereby ask the business community to reopen their doors to the public as from today. Schools will reopen on Monday morning, October 31. Meanwhile, in order to facilitate the work of the peace-keeping who will be on patrol at night and for your own safety and protection, I urge you to stay indoors from eight o'clock in the evening until five o'clock in the morning until further notice.

In conclusion, I hereby direct the members of the People's Revolutionary Army and the militia, who are still armed, to lay down their arms. You will be told shortly when and where you should hand in those arms prior to the formal disbandment of the army. I wish to assure you that every precaution will be taken for your personal safety, like any other Grenadian citizen.

Ladies and gentlemen, the task ahead is difficult, but I know with your cooperation and God's help, we shall succeed. May God bless you all.



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Joint action with US can turn Lebanon into island of tranquillity, says Shamir

From Mohsin Ali, Washington

Mr Yitzhak Shamir, the Israeli Prime Minister, said here yesterday that Syria could and must be persuaded that its designs on Lebanon would not be permitted to take place.

He said in a prepared speech to the National Press Club: "A Syrian takeover of Lebanon will have a devastating impact on the entire region, on the chances of peace, and on Soviet influence throughout the Middle East. Conversely, the achievement of a free and independent Lebanon will be a boost to the peace camp and in the influence of the free world in our part of the world."

President Reagan and Mr Shamir after two days of talks had announced the setting up of a joint United States-Israeli political-military committee for strategic cooperation in such areas as combined planning, joint manoeuvres and the stockpiling of American equipment in Israel.

Mr Shamir, in his prepared text yesterday, said that, in spite of the ravages perpetrated by the terrorists and the Syrians, Lebanon could still be saved

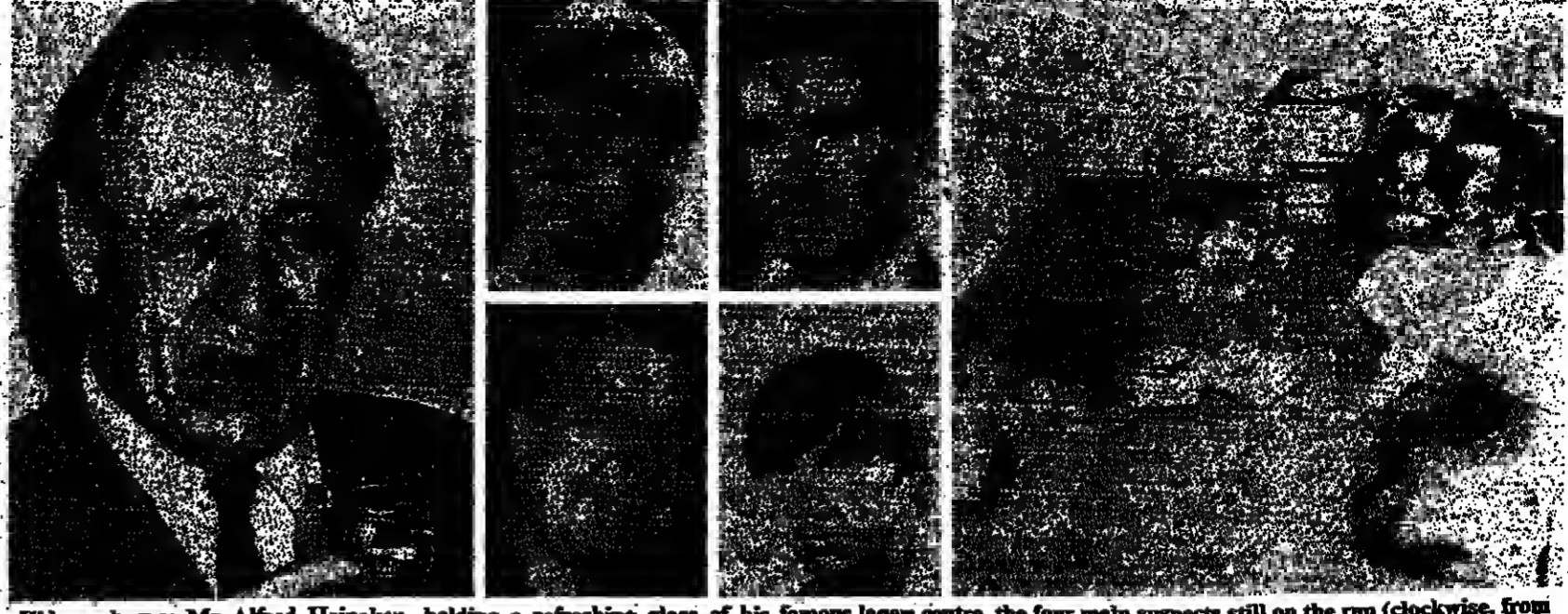
and become an island of tranquillity in the eastern Mediterranean.

He said that the United States Marines in Lebanon, together with the other soldiers in the multinational force, were "an important contribution to stability that is consonant with the role that the United States is playing against totalitarian aggression."

"We in Israel believe that close cooperation between the United States and Israel can go a long way towards securing our common goals, which are a free and independent Lebanon, the withdrawal of all foreign forces, including terrorists, from Lebanon, and the implementation of the Israel-Lebanon agreement of May 1981, Syria can, and must, be persuaded that its designs on Lebanon will not be permitted to take place," Mr Shamir said.

The crucial question of the withdrawal of all Israeli, Syrian and PLO forces from Lebanon will be discussed by President Gemayel of Lebanon and President Reagan at White House talks here today.

Mr Shamir said that peace



Kidnap drama: Mr Alfred Heineken, holding a refreshing glass of his famous lager; centre, the four main suspects still on the run (clockwise, from top left: C. van Hout, F. Meijer, W. F. Holleeder and R. Griffhorst); and the hidden cell, where he was held since November 9.

Returned prisoners attacked

From Moshe Brilliant, Tel Aviv

Six Israeli prisoners of war who were exchanged last week for some 4,500 Arabs were publicly criticized this week by military and civilian figures in a backlash against their triumphant homecoming reception.

Lieutenant-General Rafael Eitan, who was chief of staff when they were captured in Lebanon on September 4 last year, said that the military command should consider court-martialing them, he said that the six and two others still in captivity, had surrendered without putting up a fight although they had outnumbered their captors.

Addressing the Rotary Club in Tiberias, General Eitan added that they had conducted themselves disgracefully

Israel to resettle Arabs in West Bank and Gaza

By Edward Mortimer

Details of an Israeli plan to resettle Arab refugees in the occupied territories were disclosed in London yesterday by Mr Mordechai Ben Porat, the chairman of the Israeli ministerial commission on the refugee problem appointed last year.

Speaking at the second international conference of the World Organization of Jews from Arab Countries Mr Ben Porat said that Israel aimed to rehabilitate "within its boundaries" the Palestinian refugees, "whose situation has been perpetuated over the past 35 years by the Arab states".

His detailed exposition of the plan made it clear, however, that the boundaries in question were those of "greater Israel", including the West Bank and the Gaza Strip, and that Israel aimed to resettle only those refugees already within the area

under its control, not those at present in the Arab states.

The minister said that 40,000 Palestinian Arabs were permitted to return to Israel after 1949, and a further 70,000 refugees were allowed back into the occupied territories after 1967. This was already "a big contribution of the state of Israel to solve this problem".

The political aspect of the problem was "bound up with the overall Arab-Israeli conflict and, therefore, can be resolved only when Israel's neighbours follow Egypt's example and negotiate a peace treaty with Israel".

This would be done by the following:

- Establishing new housing quarters for the population, aimed at improving living conditions for all the refugees over a five-year period.
- Bringing the camps within neighbouring municipalities or giving them municipal status in their own right.
- Allotting land, and financial aid to a "Build Your Own Home" programme.

Gradually integrating the educational facilities of the United Nations Relief and Works Agency (UNRWA) into Israel's national school network.

- Taking all these steps "in full co-ordination" with UNRWA.

Spacelab furnaces create new alloys

Houston (AP) - Astronauts turned the European Spacelab into a factory yesterday, firing up three powerful furnaces to melt and mix metal samples and create exotic alloys impossible to manufacture on Earth.

The furnaces, generating heat of up to 3,800°F melted silver, aluminium, zinc and gadolinium causing them to mix in different combinations and become exotic alloys.

Experts hope the experiments will lead in development of space factories where molten metals could be mixed to create alloys with unique properties. Many such alloys are impossible to make on Earth because gravity causes the molten metals to separate.

Germans fight for manuscript

Hamburg (Reuters) - Rest-deots of Brunswick have raised more than 400,000 marks (£100,000) in a bid to buy back a unique twelfth-century illuminated manuscript depicting the life of Henry the Lion, Count of Saxony and Bavaria, to be auctioned in London next Tuesday.

The Land government of Lower Saxony plans to add whatever else is needed to regain it. A price of more than £2m is expected at the Sotheby's sale.

Brake failure

Cairo (AFP) - A Sudan Airways Boeing 727 crashed into three service vehicles at the airport here while carrying out braking tests in a parking area. The vehicles were destroyed by fire.

Oil sale blocked

Los Angeles (Route) - A federal judge has blocked the United States Government's sale of oil-exploration leases off the Californian coast on the grounds that irreparable damage would be caused and it would be against the public interest.

Spider hunt

Sydney (Reuters) - Posters showing portraits of the black, two-inch long, funnel web spider - one of the world's deadliest - went up here asking people to look out for it so that scientists can extract its venom and develop a vaccine against it. In 20 years it has killed 16 people in the area, its only habitat.

Top jurist

Tel Aviv - Mr Justice Meir Shamgar, who acquired his law degree from London University while interned in a British detention camp in Kenya from 1944-48 as an Irgun Zvai Leumi terrorist, has been installed as president of the Israeli Supreme Court.

Short sighted

Moscow (Reuters) - A large opticians' centre recently opened here has teams of specialists, the latest eye-testing equipment and sumptuous chairs for people awaiting treatment but no glasses, the newspaper *Trud* complained. It would be 1985 at the earliest before this state of affairs improved.

Floating HQ for America's Gulf force

From Our Own Correspondent, Washington

The US Rapid Deployment Force (RDF), which is responsible for protecting American interests in the Gulf and the Indian Ocean area, is establishing a small forward headquarters on a navy ship stationed in the region.

The RDF now comes under the US Central Command. This has its main headquarters at MacDill Air Force base at Tampa, Florida. It can draw on a pool of about 230,000 Army, Marines, Air Force and Navy personnel for rapid deployment in a region covering some 20 nations.

Pentagon officials said that the new 20-nation forward headquarters would be based on the LaSalle, the command ship of the Navy's Middle East force. This has about five ships in the Indian Ocean and the Arabian Sea. The LaSalle is an old amphibious transport converted into an auxiliary command ship.

The United States had been seeking a land-based forward headquarters but had not won acceptance from any of the pro-American Governments in the region.

US forces regularly hold joint exercises with those of Egypt, Sudan, Somalia and Oman. There is also extensive US military assistance to Saudi Arabia and Gulf states.

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expenditure on education for Blacks increased by 1 343%. Every school-day, 12 class-rooms for Blacks are completed. 22% of the total Black population attends school, compared to 9.7% for the rest of Africa.

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Fighting flares in Beirut as Gemayel flies out

From Our Correspondent, Beirut

Sporadic fighting flared in Lebanon yesterday as President Amin Gemayel flew to the United States for talks with American officials on the future of his nation.

Beirut International airport, long the symbolic barometer of military conditions in Lebanon, was closed shortly after sunrise when mortars and artillery shells pounded the runways. The airport was closed to all traffic during the September civil war.

Middle East Airlines, the national carrier, began diverting aircraft to Larnaca, in Cyprus, and Lebanese officials - including Mr Chafiq Wazzan, the Prime Minister - began talks with various militias to secure the landing zone from future attacks.

The state-run Beirut radio also reported that Lebanese Army positions in the central mountains near Souk el-Gharb suffered heavy artillery shelling from Druze-held positions and that Druze and Christian militias exchanged fire in the Kharroub region at the southern end of the mountain range.

Yesterday's skirmishes marked the third consecutive day of serious violations of the September 26 ceasefire accord in Lebanon. The resumption of hostilities coincided with Mr Gemayel's overseas visit, first to Italy and then to the United States.

Mr Gemayel is due to meet President Reagan today in discussion options for getting foreign forces out of Lebanon and renewing the "national reconciliation conference" held by Lebanese leaders from October 31 to November 4 in Geneva.

The US-negotiated agreement of May 17 in which Israel pledged to withdraw its troops from Lebanon in exchange for

various concessions from Lebanon has proved to be a stumbling block for Christian and Muslim leaders trying to negotiate a new power-sharing formula.

Shells from Druze-held positions in the central mountains fell on Beirut's port area on Monday for the first time since the September civil war. On Tuesday, shells fell on Christian Beirut, killing six people.

Schools in Christian neighbourhoods were closed yesterday following a threat of further shelling by the Progressive Socialist Party, which is headed by Mr Walid Junaid, the Druze leader. The PSP claimed on Tuesday that its forces were being fired on. "We are determined from now on to return fire severely and fiercely", it said.

In a statement yesterday, Mr Jumblat's party warned the Lebanese Army and rightist Christian militias to "evacuate all public utilities and multinational camps and positions" including the airport, the port and the power station, "to preserve them".

● PARIS: The French Ministry of Defence announced that a French Lynx helicopter from the frigate Duplex was lost on Tuesday night in an accident in the waters near Beirut. A least two of the three crew died. French military officials in Beirut declined to discuss the incident.

Bear boom

Gland, Switzerland (AP) - Polar bear numbers in all areas of the Arctic have doubled in the past 10 years, the World Wildlife Fund reports here as a result of co-operation between the US, Soviet Union, Canada, Greenland and Norway.

Ford backs US-Soviet summit

By Henry Stanhope, Diplomatic Correspondent

Mr Gerald Ford, the former US President, yesterday came out in favour of summit meetings between President Reagan and President Andropov next year, but only after careful preparation in Washington and Moscow.

The Vladivostok accord on strategic arms which he signed with Mr Leonid Brezhnev in December 1974, was possible only after 85 per cent of the detail had been previously agreed by Dr Henry Kissinger and Mr Andrei Gromyko, who were then Foreign Ministers, he said.

A summit next year could put the finishing touches to a US-Soviet treaty on intermediate-range nuclear forces in Europe, which he still thought possible despite the recent Russian walk-out from the Geneva talks.

He foresaw the Russians returning to the negotiating table in the spring after the reassessment of their position which was now going on in Moscow. They must be very disappointed after their failure to stop the deployment of new American missiles in Europe or to split the Western alliance. But they stood to gain nothing by refusing to negotiate, he added.

Speaking to journalists over a working breakfast at the English-Speaking Union in London, he was critical of Washington's process of consultation with Britain and other allies before last month's military intervention in Grenada.

On the other hand he did not think that agreement would necessarily have been reached

between President Reagan and Mrs Margaret Thatcher, the British Prime Minister, even if consultations had continued for a month, and he considered that the US decision to act had been "absolutely right".

"The last thing we should do is to nit-pick over issues like that when there is so much solidarity over the big ones", he said pointing out the cohesion between Nato governments over missile deployments in Europe.

He hoped that Mr Reagan would run for the White House again next year, and thought that the world would win. Last night Mr Ford was delivering the English-Speaking Union's annual Churchill lecture on what would have been Sir Winston's one hundred and ninth birthday.

moreover... Miles Kington

What a lot of rubbish

The new American director of Sotheby's says that as he has not run a business before...

Curiously enough, we at Moreover Holdings Inc have found the same thing at our auctions.

Auctioneer: Ladies and gentlemen, welcome to today's sale of important twentieth-century people.

Auctioneer: Gooe, to the gentleman from The Sun newspaper.

Attendee: May I have a word with you? (He whispers to the auctioneer.)

Auctioneer: Unfortunately, it seems that Lot 2 may possibly be needed for another year, so he is regrettably withdrawn.

Attendee: Another word with you, sir. (More whispers.)

Auctioneer: Lot 3 has apparently indicated he is too nervous to continue in the auction.

Bidder: Excuse me, but does this mean he is prepared to authenticate fakes...

Auctioneer: Of course. £60,000... 70... 80... gone! Lot 5 is a personage recently employed by breakfast television...

Bidder: £2. Auctioneer: Gone! Lot 6 is a gentleman who has unfortunately been forced to resign...

Another bidder: I will give £200,000 for her if she can spell peccadillo.

Auctioneer: Done! Now we come to Lot 7, a recently retired head of a major party.

Lot 7: You know, and I think we do know, I have been the victim of a press vendetta...

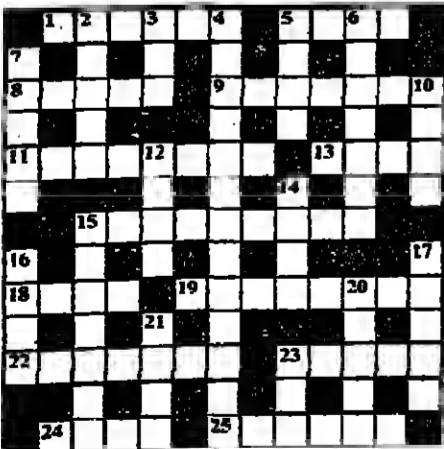
Auctioneer: Sorry. One Jew and one Hispanic. What do I hear? Black: You ain't heard nothin' yet, man.

Woman: You think it's hard being black? Try being a woman!

Cripple: What about me? I'm a handicapped, Polish woman who's unemployed.

Bidder: £50,000. Auctioneer: Gone, to the man from Channel 4.

CONCISE CROSSWORD (No 190)



- ACROSS: 1 Hundred grams (6), 5 Wharf (4), 8 Short of breath (5), 9 Search through (7), 11 Regal position (8), 13 East Anglia flatlands (4), 15 Equably (4,5), 18 Ellipsoid (4), 19 Acclaim (8), 22 High level area (7), 23 Strike (5), 24 Finish (4), 25 Comprise (6). DOWN: 2 Like whimsical child (5), 3 Playing (3), 4 Nude film (6,7), 5 Demonstration (4), 6 French castle (7), 7 Sharp point (5), 10 Orient (4), 12 Dependable (4), 14 Standard Oil (4), 15 Rustic (7), 16 Poultry cage (4), 17 Jaunty (5), 20 Not whispered (5), 21 Military vehicle (4), 23 Soviet secret police (1,1,1).

SOLUTION TO No 189: ACROSS: 1 Bag, 2 Tricks, 3 Lip sync, 4 Knoll, 5 Key, 6 Chew, 7 Heats, 8 Boon, 9 Ever, 10 Cleric, 11 Sang, 12 Thru, 13 Pew, 14 Enter, 15 Absolve, 16 Femme fatale. DOWN: 1 Appal, 2 Onyx, 3 Tuck, 4 Ink, 5 Know, 6 how, 7 Blockbuster, 8 Flower power, 9 Exhort, 10 Thy, 11 Malice, 12 Genetic, 13 ECT, 14 Falal, 15 Pram, 16 Waif, 17 Pat.

In their quest for relics of the Raj, Jan Morris and Simon Winchester discover a granary like a beehive, an operatic tunnel and some undistinguished churches

Land of the houses of wonders

Captain Garstin's masterpiece

From a boat sailing down the holy Ganges at Patna, in Bihar, one may see a queer and wonderful building protruding above the straggly junipers and acacias that line the bank.

It is the Gola, a granary built by the British in 1786 as a precaution against famine, and known to Patna people as Golghar, the Round House.

The singular shape of the Gola probably had Indian origins, for the indigenes had been building conical granaries for centuries.

STONES OF EMPIRE. The Building of the Raj by Jan Morris with Simon Winchester Oxford University Press £15 published November 10.

built two brick staircases; the workmen, labouring up one side and emptying their grain-sacks into the summit orifice...

The building has always fascinated travellers, and people have often read deeper references into its shape. Was it meant to represent the thrifty garnering of the bees?

Completed on the 20th July 1786 First filed and publicly closed by... But the rest is blank.

The tunnel stood almost at the end of the line, almost on the frontier. Immediately outside it the tracks ended in buffers at the station of Chaman...

MAX HARRISON meets Philip Glass, the composer who has been called the thinking man's pop musician

Sound of success

Supernaturals are expected to be predictable, to have a standardized product upon which their legions of fans can rely.

Certainly Glass's background and his present operatic preoccupations seem improbable for one who is now facetiously spoken of as having brought together the audiences for "serious" music and rock 'n' roll.

He moved thus out of "a combination of desperation and frustration. I hated the music that was all around me; the Paris scene was dominated by Boulez, Stockhausen, a sort of dictatorship of contemporary music, and I wanted to start someplace else."

Understandably, he saw his reaction in personal terms, yet unbeknown to him, or to each other, several American composers of his generation, including Steve Reich and Terry Riley, were discovering principles similar to those on which he built his own new pieces.

Yet it was also a by-product of it, because Glass's ability to adapt Indian musical procedures or Reich's use of practices from West Africa were only possible through a generally greater awareness of other cultures. It was again



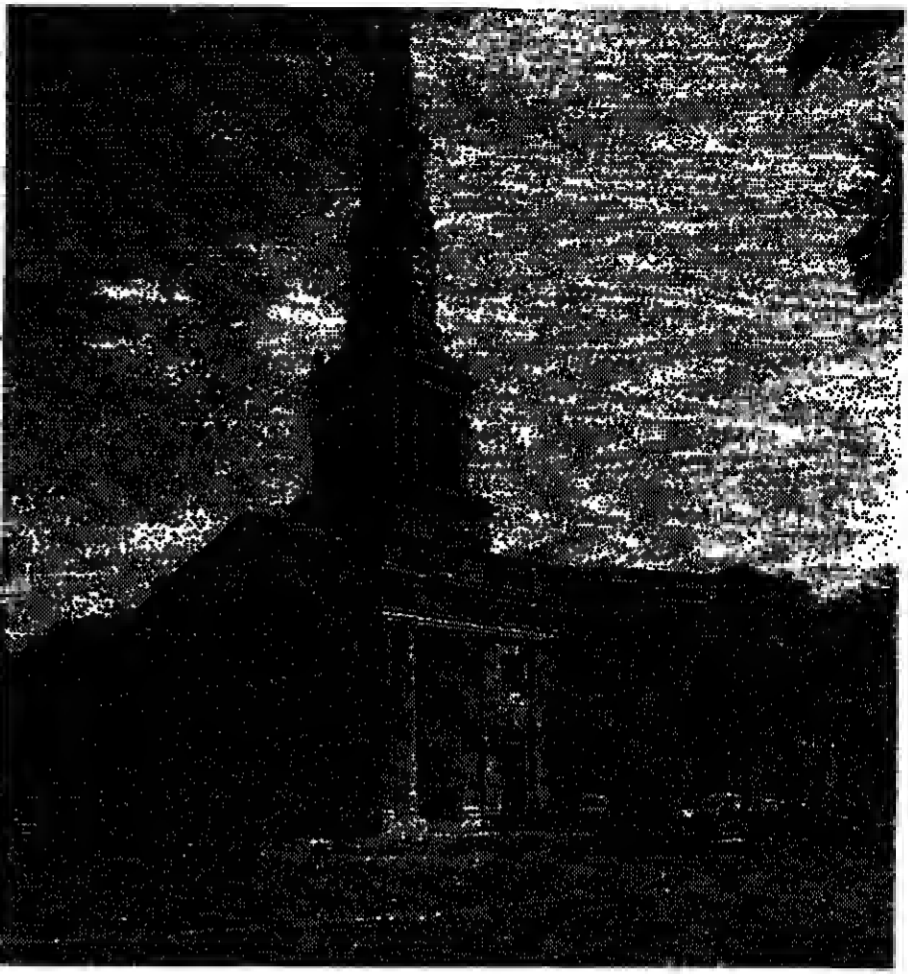
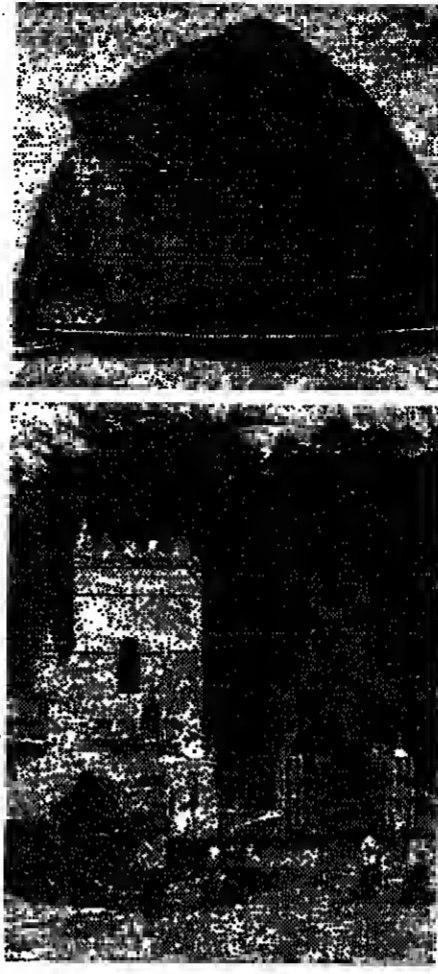
Glass: the man who re-invented opera

ironic that Glass, having found a path of his own, now experienced the sort of audience hostility that had earlier been the lot of Schoenberg, Stravinsky and company.

Their problem was the usual one: a new music requires a new way of listening. In Glass's work the dramatic phrasing of western music - the cut and thrust, say, of a quick Beethoven symphonic movement - is replaced by an all-enveloping flow of sound.

An account of Glass's musical growth from String Out for amplified violin (1967) to the more than four hours duration of Music in Twelve Parts (1971-74) will soon be a matter for music history text books.

Success has been attended by the usual disadvantages. Glass no longer has to support himself by driving a New York taxi, but understanding has not increased in direct proportion to the size of his audience...



The British builders' influence: The domed grain silo at Gola (top left) and St Stephen's Church, Ooty (left). Right, St Andrew's Church, Madras

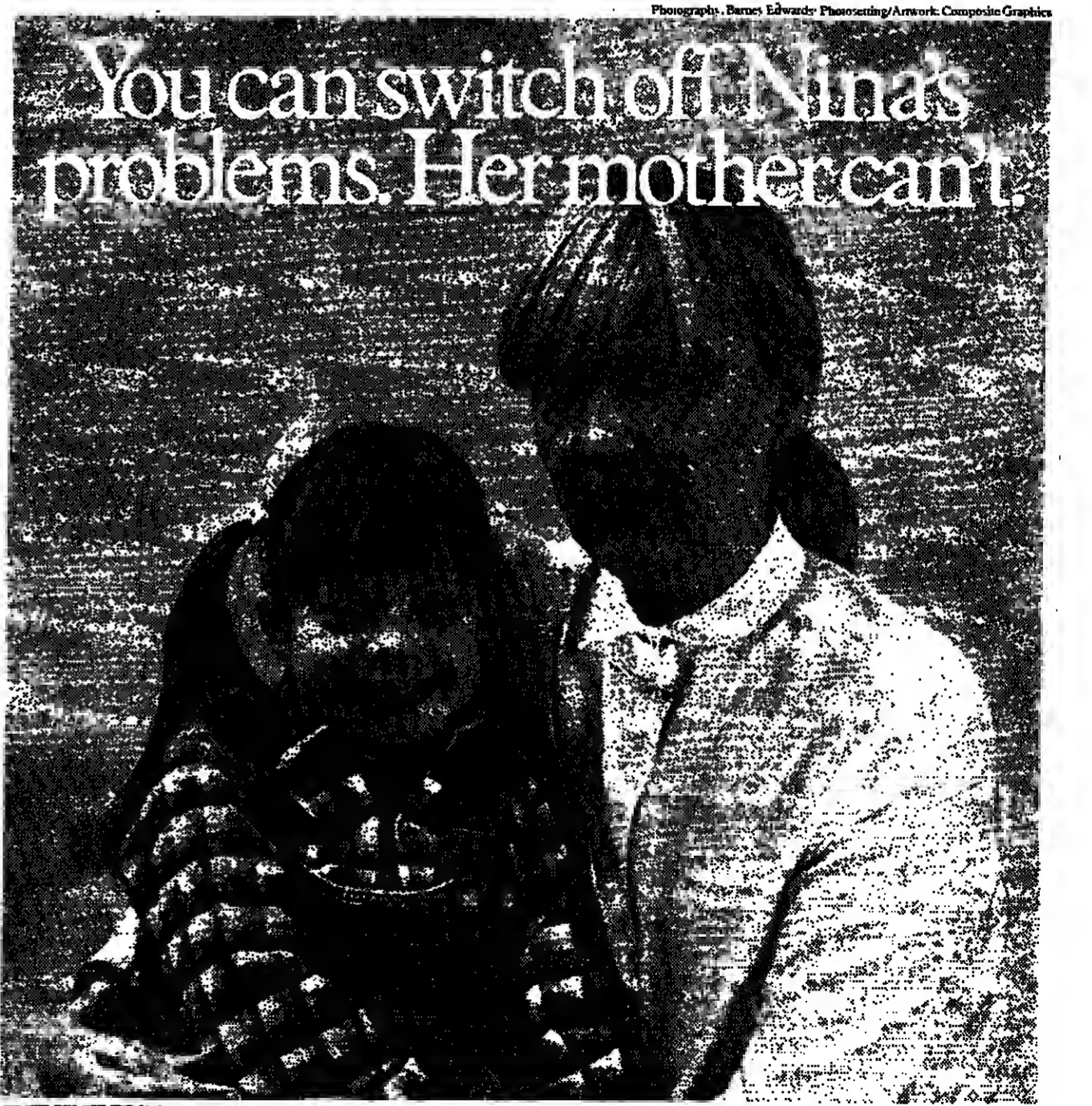
tunnels was surely the Khojak tunnel, at the time of its completion in 1891 the longest in India, which carried the Chaman Extension Railway to the western extremity of the Indian Empire...

Most of the churches of Victorian Anglo-India were, to put it gently, unmemorable. Some were dismal, most were just dull, and there was a depressing sameness to the run of them.

And here is the church. It is very churchy. No enthusiastic innovator has given life or surprise to it, as eager Captain Underwood vitalized St Stephen's at Ooty...

Churches to a standard plan

Let us visit one, on a Victorian Sunday morning, to stand for all the others. One will be enough, especially if we have been serving in India half a lifetime already.



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FASHION by Suzy Menkes

The Princess line

The tailored coat is back in business - city slick, sharp-cut and full-length.

They call the fitted coat - appropriately enough - the princess line. For the Princess of Wales, with her trim coats flaring out below a neat waist, has been in the forefront of the current fashion trend. She favours quiet camels and greys, often with a velvet collar like a child's party coat, and a reminder of a different age of royal dressing-up.

The city coat is about looking smart. It is a challenge to the shawls and throws, the ponchos, serapes, heavy-knit cardigans and every kind of jacket that have done duty as winter warmers for the past decade. The tailored coat is the feminine face of the big tweedy mannish overcoats (often actually from men's shops) that young people are wearing.

The come-back of the dress

The impetus for the return of the coat is the come-back of the dress. The two go together as an outfit as much as the jacket traditionally goes with skirts and separates. It is interesting to see that the Princess of Wales often wears her coat as a coat dress (another incoming trend). That is, she extends one of her formal daytime functions wearing a fitted coat kept firmly buttoned up throughout.

The "college" schoolgirl or blazer coat is the one you are most likely to find at a good price (under £100) in the shops. As its name implies it is based on the school uniform, even though that last bastion of tailoring long since fell to the onslaught of anoraks. The basic "nanoy" coat (and they wear anoraks too these days) is in wool and comes mostly in navy, camel and grey - a good fashion colour this winter. Black coats are splendid to cashmere, and the cashmere coat - light, soft and with a lustrous pile - remains the ideal.

A harder-wearing version is the fitted coat in tweed, usually called a redingote because it came in on the back of a horse and has galloped in and out of fashion ever since. Tweed is the meeting point between the oversized, straight-back sloppy masculine overcoats and the trimmer fitted coats. Redingotes are traditionally cut very tight at the arms and shoulders (no dolman-sleeved seaters under here). The modern versions have a more relaxed line.

It is important to decide what you want your coat for when you set out to buy. The best-selling coats have been swig-backed styles that cover a multitude of separates. New coats are wider at the shoulders, with a very deep armhole or

kimono sleeve which fits easily over a suit or chunky knit. But these upturned triangles look best as a short coat - seven-eighths or even three-quarters - and that requires care in what you put underneath. Slim skirts and trousers are fine; full skirts look odd.

The best guide to buying a winter coat is your own wardrobe - its basic shapes and lengths - and your own way of life. A big, bulky mannish tweed is hopeless if you are jumping in and out of a car (but wonderful if you are a student standing at a bus stop). A tailored city coat is too lightweight for country winds (unless you are lapped in layers of cashmere).

Looking at men's coat departments I feel (as I often do these days) that men's fashion is more practical than our own. Their departments divide between city and tweedy coats both of which seem to cost about one third less than women's coats of the same quality. Women can find a proper wool winter coat for £75 to £100 (with some starting at less). The more stylish coats are between £150 and £250. I believe that there is no substitute for wool, although you can find practical coats in fabrics like cotton corduroy used with a quilted or furry lining. These tend to be sportier shapes and apart from the current trend of streamlined and cuffed dressing.

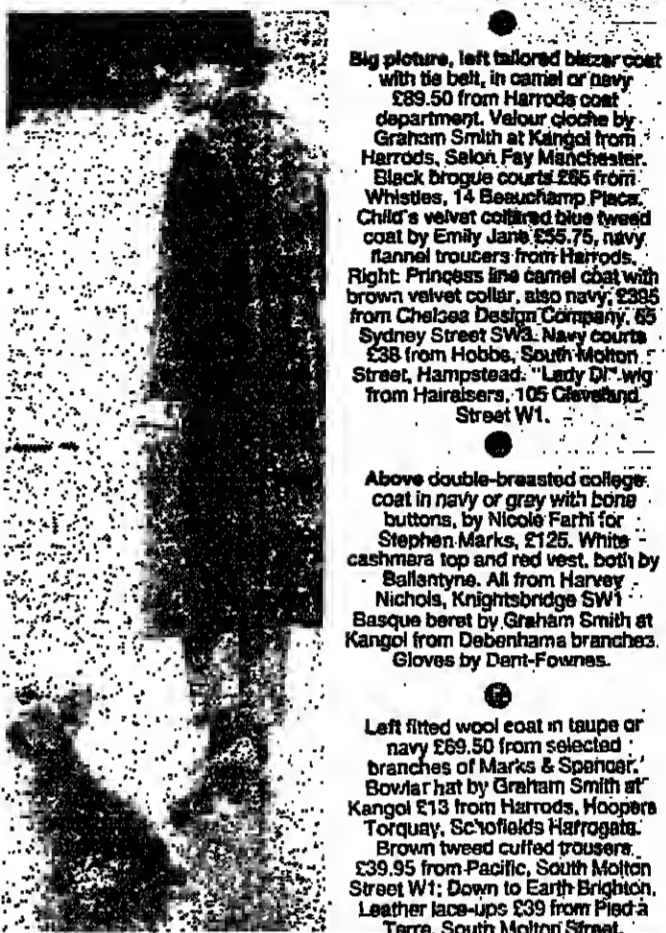
You can certainly find fancy fabrics, blenket checks, bold patterns and strong colours, although I am very doubtful about investing a lot of money in a coat that is marked out by colour and appearance as a one-season garment. The stores seem to feel the same, for the predominant colours are classic and plain, with manish tweeds the firm favourites.

Mannish hats are much smarter

When you have got your coat, you need to make it live with the right shoes (heels very shaped, very flat or very high). Knee boots are now fashion's kiss of death, unless they are big, bold and baggy. Mannish hats are much smarter than tea cosy wool, berets are fun, headscarves are horsey and shawls are finished.

Perhaps it is a reflection of how we feel about coats that we have the urge to dress them up. I have never heard any woman enthuse about buying a coat or exult in wearing one. For a comparatively young fashion garment (they are only as old as this century) coats have a staid image.

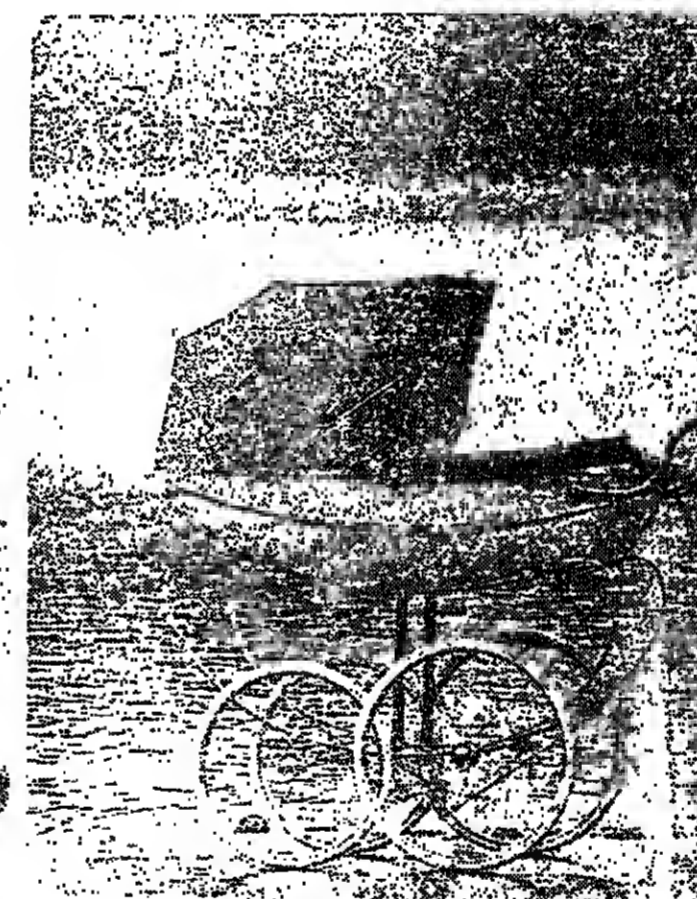
If anyone can turn the solid, steady companion of winter days into something young and fun, it will surely be our glamorous, be-coated Princess.



Big picture, left tailored blazer coat with the belt, in camel or navy £89.50 from Harrods coat department. Velour cloche by Graham Smith at Kangol from Harrods. Sakon Fay Manchester. Black brogue coat £85 from Whistles, 14 Beauchamp Place. Child's velvet collared blue tweed coat by Emily Jane £55.75, navy flannel trousers from Harrods. Right: Princess line camel coat with brown velvet collar, also navy £225 from Chelsea Design Company, 68 Sydney Street SW3. Navy courts £38 from Hobbs, South Molton Street, Hampstead. "Lady D" wig from Hairdressers, 105 Cleveland Street W1.

Above double-breasted college coat in navy or grey with bone buttons, by Nicole Farni for Stephen Marks, £125. White cashmere top and red vest, both by Ballantyne. All from Harvey Nichols, Knightsbridge SW1. Basque beret by Graham Smith at Kangol from Debenhams branches. Gloves by Dent-Fownes.

Left fitted wool coat in taupe or navy £89.50 from selected branches of Marks & Spencer. Bowler hat by Graham Smith at Kangol £15 from Harrods. Hoopera Torquay Schoolgirls Harrods. Brown tweed cuffed trousers, £39.95 from Pacific, South Molton Street W1; Down to Earth Brighton. Leather lace-ups £39 from Pied à Terra, South Molton Street.



Silver Stream pram by Silver Cross exclusive to Harrods. Fashion assistant: Christine Painot. Hair by Shaun Hunt at DANIEL GALVIN. Photographs by NICK BRIGGS

Above harrington tweed redingote by Sheridan Bennett £169 in brown or grey from Shaws, Beauchamp Place SW2; Rowy, Kensington Church Street W8; June Dayball, Elizabeth Street SW1 and Cheltenham; Mosaic Stratford on Avon; Young Ideas Ashbourne, Derbyshire. Cream mohair sweater £39.95 from Pacific, New Grand Street W1; Down to Earth, Brighton and Hove. Fleck wool nanny hat £45 by Philippe Model from Whistles, St Christopher's Place W1 and branches. Leather boots £95 from Pied à Terra, South Molton Street W1; Sloane Street SW1 and Brighton. Child's coat and trousers Harrods.

Above left tailored cashmere coat in black, taupe, navy blue, camel, £250. White collared printed blouse £35 in red, navy. Both by Alaxon from Harrods and Alaxon shops in Cheltenham, Nottingham, Harrogate and Bath. Hat from Whistles. String gloves by Dent-Fownes from Selfridges.

Right kimono sleeved staid grey cashmere/wool coat by Max Mara £260 from Harvey Nichols; Harrods; Viva, Golders Green Road W11; Belle Davie, Ealing Broadway W5; Anna Laraine, Hornchurch, Essex; Lisa Sterling, Liverpool; September Thras, Birmingham.

Fortnums

—an occasional commentary on Important Events— The Brighton Run

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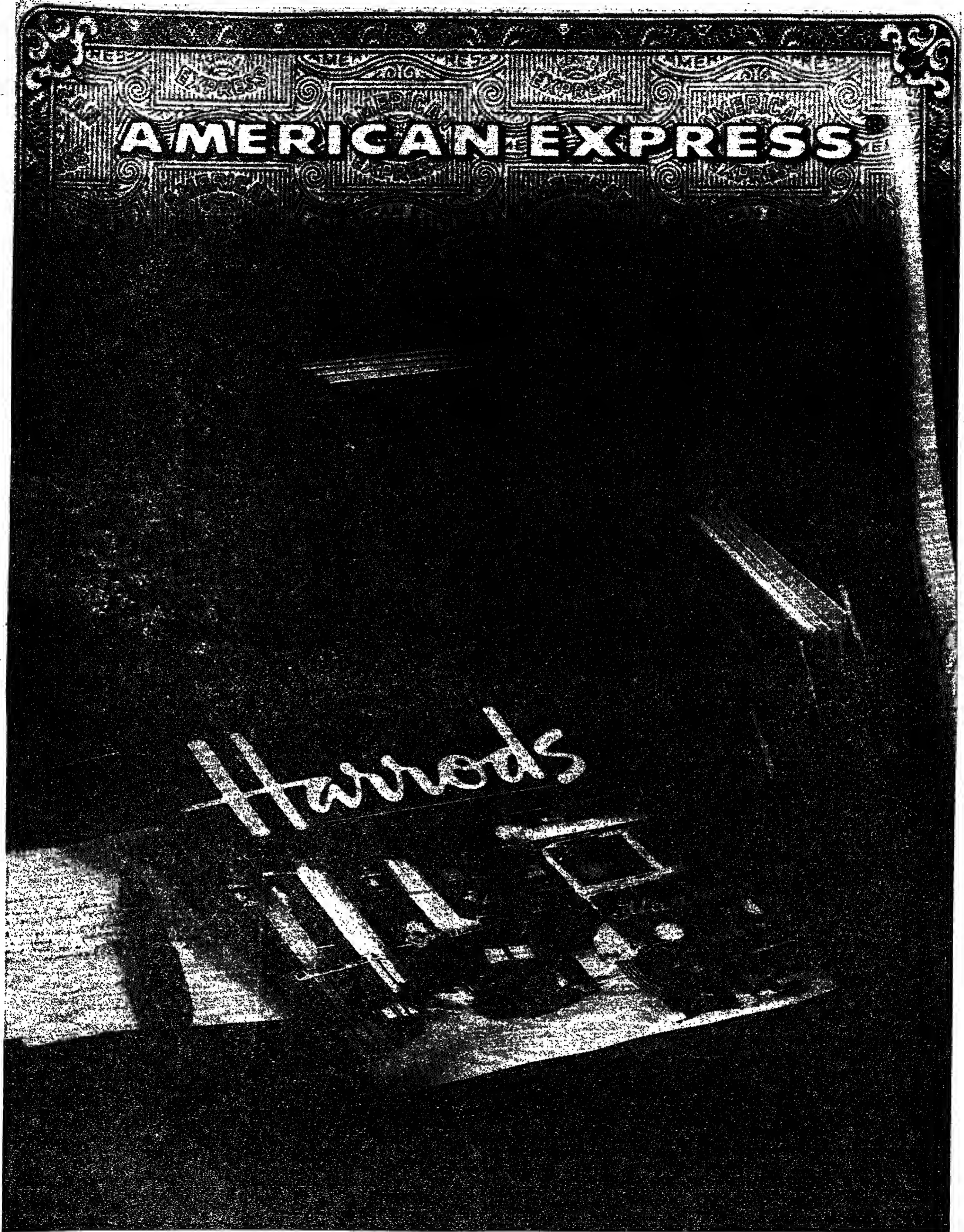
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THE ARTS

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Garton and Cooke
Paul Maze
Browse and Darby
The Artists of the Yellow Book
Parkin/Clarendon
Autumn Anthology
Pyms



and now we have dealers offering us a valuable opportunity to revalue. Meninsky has found, of late, a faithful champion in Jonathan Blond...

The Olympian dreams of Lord Leighton in Syracusan Bride leading Wild Beasts in Procession to the Temple of Diana...

leading Wild Beasts in Procession to the Temple of Diana, a picture almost as long as its title which unmistakably dominates the show.

and the Circle of Oscar Wilde were for long undeservedly neglected. Even today there are surprises to be found...



Wolmark was always more of an international figure than Meninsky; though he studied at the Royal Academy Schools, he was advanced enough to show with the French Post-Impressionists in 1910...

our dealers, has already enlightened us on many byways of Victorian art, and to coincide with the publication of his latest book, Olympian Dreams...

A little more underlying toughness would probably enliven the work of Paul Maze (1887-1979), whom Anne Singer's new book (Aurum, £14.95) optimistically labels "the last Impressionist"...

The Autumn Anthology at Pym's Gallery until November 25 centres, oddly enough, on much the same period, though showing a very different aspect of it.

Books, of course, can be a less immediate but more lasting way of redirecting attention than exhibitions. When the two are combined we get the best of both worlds.

Autology exhibitions too can often happily redirect our attention. Beardsley's light has never been hidden under a bushel...

John Russell Taylor

Concerts

LPO/Rozhdestvensky Festival Hall/Radio 3

A new focus of experience is beginning to benefit the Shostakovich symphonies, or at any rate the best of them, such as the Symphony No 8 which was played in London on Sunday for the second time in less than a week.

The conductor pointed the recurring contrast between the often agonized frenzy of the symphonic ensemble and the still, small voices of instrumental solos which offer the only consolatory thoughts.

toy rockets which descend via cleverly sprouted parachutes. All of that may make the work sound absurd, but it is, after all, about a dream.

Rewarding by the Kirckman Society with an official debut of his own, after a recent stand-off at five minutes notice for a singer he was only advertised to accompany...

Noël Goodwin

Philip Mead Cambridgeshire College of Arts

Whether or not you can stomach Stockhausen's bizarre, self-centred mythology, there can be no denying the lyrical power of his latest music.

Coming from such a source, Piano Piece XIII is pure music-theatre. The white-clad soloist, presumably Lucifer, takes on the instrument as if he were taming a lion...

John Russell Taylor

Opera
Enlightening the inexplicable

La Passion de Gilles Monnaie, Brussels

Though all but unknown in this country, the Belgian composer Philippe Boesmans is well established across the Channel as one of the most gifted among composers approaching 50, compared with Berio as a master of memory and seduction.

the Paris Opéra last year. The stage is converted by Alain Batifoulier into a corner of some labyrinth of screened enclosures. While the main action goes on in the cell nearest to us, elsewhere there are other possibilities: one recurrent image is that of a double of Gilles and Joan, caressing one another after a car crash, the fond couple of a future that never happened.

But this is only one of Mr Mesguich's stunning inventions. The maltreatment and massacre of the innocents in the second act, which could have been grossly offensive, is made into a mime: chilling to behold, but surely not injurious to the children involved on stage.



Carole Farley's powerful Joan, with Fanny Margenat-Roy as the little girl

It was inevitable that Peter York, discoverer of the Sloane Ranger, should turn his sights to television. Style is, after all, to do with visual impact, and television influences the way people want to look.

Television
All on the surface
If you have the patience after what was more a trailer than a programme, York does get to grips more thoroughly with his subject tonight when he charts the rise and fall in the past 25 years of Executive Style.

York's prediction is that, in a hundred years' time, the only place the word "executive" will be seen is in the dictionary. After the scenes of businessmen on executive-class air tickets indulging in "borrowed" James Bonding on the company that, at least, was a pleasing thought.

One of the success stories of recent British publishing has been in travel writing.

Caroline Moorehead here investigates the boom; later this week she interviews three leading travel writers

The touch of magic in other men's journeying

obscure back shelves to central displays, and writers like Paul Theroux, Bruce Chatwin and Shiva Naipaul enjoy the kind of celebrity until recently given only to popular novelists.

At least some of this new enthusiasm must be attributed to Sarah Anderson who, in 1980, opened a bookshop devoted entirely to travel - guidebooks, maps, histories, biographies, explorers' stories, new and second hand - reasoning that there was no one place in London from which someone setting off on a journey could acquire every kind of reading matter needed.

ing the summer", explains Sarah Anderson, "mainly Europe. In the autumn and winter, India, South America, Indonesia and North Africa."

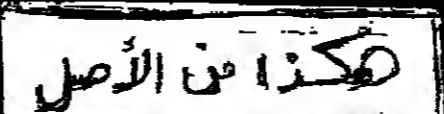
The present cult of the traveller consists however not so much in new books as in reprints. John Hatt is the author of a practical guide to the hazards of exotic travel called The Tropical Traveller. Three years ago he decided to set himself up as a one-man publisher of a series of handsome paperback travel books, concentrating on the nineteenth and twentieth centuries and setting out in make what hitherto had been the province of expensive antiquarian booksellers available to the general public.

of course, new, and nor is the use by those who travel to write of the subjective "I", often wrongly seen to be the invention of contemporary writers. The era Waugh was looking back on was extraordinarily rich in a kind of book once defined by Norman Douglas as ideally inviting the reader to undertake three tours simultaneously, "abroad, into the author's brain and into his own."

travel writing, like good humourous writing, is extremely difficult. How do you avoid the sameness of it all - the dust, the surprise, the quaintness? The best of the travel books contain, he believes, "a touch of magic". Most publishers agree. Kinglake's Eothen, Eric Newby's Short Walk in the Hindu Kush, Paul Theroux's The Great Railway Bazaar are all widely held to possess it. It is, says Hatt, a curiously timeless phenomenon, and often has surprisingly little to do with how well an author otherwise writes.

replied, a little crisply, "No". Whether she was right about travel itself, or whether in fact she meant what she said, some of the current desire to travel vicariously seems born of what the American writer Paul Fussell described in his book Abroad as an "Ode to Freedom".

More even than in Waugh's day there seems to be a curiosity about a world either vanished or now prohibited, the brief historical period when the exotic places of the world were open to travellers now being apparently over. John Hemming, secretary of the Royal Geographical Society, reports a similar enthusiasm among younger travellers, applying in ever greater numbers for support for expeditions to the few uncharted areas. Now, as perhaps never before, there is a nostalgia for the spirit of adventure that took a succession of doomed explorers across the inhospitable reaches of Africa, intrepid Victorian women to the Rocky Mountains and an Irishman called Arthur Kavanagh who, having no arms or legs, could neither walk nor ride, to Luristan, strapped inside a wicker basket.





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Liquid Heating leaves the steam age.

Until recently, most industrial liquid heating was carried out using steam supplied through transmission systems, a method which involves large energy losses.

A more effective use of the prime fuel is now possible using a high-intensity gas-fired immersion tube heating system developed at the Midlands Research Station of British Gas. A profitable application of this system is currently in use at a factory in Oldbury, West Midlands.

The wide range of steel tubes produced there are passed through heated tanks containing a variety of aqueous solutions during manufacture. Until recently all the tanks were heated by steam – but a programme is now under way to convert them to direct gas heating.

The first tank was converted as a pilot scheme for the rest of the site. Prior to conversion, the cost of steam for this tank was £179 per week. An immersion tube heating system was purchased from one of the licensees appointed by British Gas, and this was installed under the supervision of West Midlands Gas.

The performance was monitored by Midlands Research Station personnel, and an efficiency of over 80% was recorded with a running cost of £72 per week. This represents a saving of 60% which will recover the cost of the system in about six months. Conversion of a further 12 tanks is now in train and the ultimate savings are estimated at more than £65,000 per year.

How British Industry is recovering from the flue.

Some high-temperature heating systems – such as batch-operated forging furnaces – can waste over 70% of their heat input as a result of heat loss by the discharge of flue gases.

The latest design of recuperative burner, developed by the Midlands Research Station of British Gas, recovers a significant proportion of this waste heat by using the flue gases to preheat the incoming combustion air in an integral heat exchanger.

A Darlaston factory is currently using such a system to save significant amounts of energy and money.

The annual fuel bill on one of the forging furnaces alone has been reduced by £5,000.

Two recuperative burners were installed for a field trial, the design being the result of a development programme to improve performance, reduce costs and simplify maintenance.

Detailed records of fuel consumption and production rates have been kept for the recuperative burner fired furnace and other similar units without heat recovery. Comparisons show that the furnace with recuperative burners uses some 46% less fuel.

The 12 month field trial is now complete, the system has proved reliable and the company involved are now in consultation to convert more furnaces. The cost of converting each furnace is around £6,000, which gives a payback period of just over a year on five-day single shift working. With an improved level of furnace utilisation, this payback period could be even shorter.

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If these high-efficiency developments – or perhaps even more important, the "Energy for Profit" philosophy behind them – interests you, you owe it to yourself – and your shareholders – to find out more.

For details write to the gas people – British Gas, Technical Consultancy Service, 326 High Holborn, London WC1V 7PT.

WONDERFUEL GAS

FROM THE GAS PEOPLE

A bird by any other name

The boycotting of Roald Dahl, on account of his anti-Israel article in The Literary Review has been short-lived. A pack of three of his children's books are now on sale at Marks & Spencer.

Howe about that

Lord Thomas of Swynnerton, foreign policy adviser to the Prime Minister, is a keen supporter of President Reagan's invasion of Grenada.

Puzzling planner

Staff at the Independent Television Companies Association, the organization which coordinates the affairs of the 15 independent television contractors, are puzzled by the behaviour of their new programme planning director, Colin Shaw.

Clifford-Turner, the London solicitors for Banco Ambrosiano have made a rather macabre choice of company Christmas card this year. Admittedly, Clifford-Turner's offices are close by Blackfriars Bridge but while memories are fresh of Ambrosiano's Robert Calvi sending up beneath the arches, the card, which shows a view of the bridge, doesn't strike one as particularly festive.



Say, what's this cricket everyone keeps saying it ain't?

Oil and water

The Welsh Water Authority is in splashy pursuit of the Aqua dollar. A brochure in Arabic, French and English has been distributed in the Middle East claiming it would be cheaper to import water from Wales than desalinating it from the sea.

Paper-chase

Several readers have written to complain about the treatment they received after visiting the Burlington House Antiques Fair. Not only were their handbags searched on their way in, but also on their way out, just in case they had managed to shoplift a waiwau bonheur de jour or golden ehalice.

Coo and bill

An unpaid telephone bill results, predictably enough, in a disconnected phone. Musician and filmmaker, Vivian Stanshall discovered that an overpaid bill brings the same unkind cut. Mr Stanshall received a telephone bill for £310.51. Absent-mindedly, he filled in a cheque for £310.53. His cheque was returned for amendment - although it would have been less complicated to allow him 2p credit against his next bill.

Cruise: Britain out on a limb

by Oonagh McDonald

We are told that the first cruise missiles may be arriving at their bases any time from today. With little sign of agreement at the international talks on nuclear forces, the Prime Minister alone has no qualms. Other European leaders are loudly urging presidents Reagan and Andropov to reach agreement. The sound of Mrs Thatcher's support for arms reduction is faint by comparison.

to help their European allies sell the new weapons by offering the "twin-track" proposal - that is, to deploy the missiles by December 1983 unless the Russians removed their SS20s. The Geneva talks on intermediate-range weapons were never intended to be taken seriously. In June Mr Richard Perle, US Assistant Secretary for Defence, admitted in private that the deployment decision had been a mistake, proving "difficult to implement".

governments of Holland, Belgium, Italy, Denmark and Greece. As Brandt warns: "Nothing is gained for the alliance if we deploy some additional missiles and lose the support of the hearts and minds of millions of people concerned. This support is also an element of strength and security".

Charles Meynell sees Sudan heading for civil war

The juggler misses a throw

A bloody civil war is unfolding in the vast and remote tracts of southern Sudan. War has been simmering since May, when southern troops began to mutiny and defect from army garrisons throughout the southern region.



include about 12 fairly senior army officers. There are now almost daily reports of attacks on government troops and massacres of villagers. Thousands of southerners have fled to Ethiopia, where some of the guerrillas have been trained.

It has happened before - from 1955 to 1972 - when about a million people died. In 1969 a 39-year-old colonel, Gaafar Nimeiry, seized power to Khartoum and set about finding a political solution to the civil war which since independence in 1955 had preoccupied successive governments and prevented economic development.

President Nimeiry running out of options agreement with the southerners and the division respectively of the north and south into three regions last June was in theory a devolution of power. In political reality, however, it was presidential "divide and rule".

The immediate future is explosive. Anyanya II is highly motivated, and has a core of professional officers, a good supply of small-arms and ammunition and the support of most southerners. Northern troops have little motivation and can be expected to be panicked into further indiscriminate killing and razing of villages.

Nimeiry, having in 1971 purged the communists on whom he had once relied, began to cultivate the West, and by the mid-1970s was seen as a firm western ally in a much-troubled region. Ethiopia had its own longstanding civil war and was beholden to the Russians and their allies. Uganda was anarchy, Chad smouldered from one battle to another, Gaddafi's Libya was alarmingly unpredictable and belligerent, and Egypt remained central to Middle-East conflagrations. Little has changed in the region.

As a result Sudan is bereft of institutions. Even the army is almost leaderless, certainly demoralized. Nimeiry, perhaps weary of even cursory attempts at political consensus, has retreated progressively into whimsical isolation, discarding advice and becoming increasingly ill-informed. This would explain the apparent lack of will to keep the south happy, followed by a turning in September to Sharia law, despite the fact that 25% of Sudan's 20 million population is non-Muslim.

They argue, rightly, that the objective case for a separate sovereign state of the south is better than for any other of Africa's disputed territories. They plead an identity with western culture and religion and draw parallels with Biafra. But the West can only sympathize; it can hardly support secession. The heady days of Biafra are over.

In the face of seemingly constant international criticism of his three-year-old regime in Turkey General Kenan Evren offers a simple head count to illustrate the benefits brought by military rule. In 1980, he says 20 to 30 people were being murdered every day while now "it is perhaps one single person a month".

Turkey three years on: just what the general ordered



General Evren: "I have always been an optimist."

parliament which was to find solutions to all these problems did nothing. This brought the general to his essential argument that, as before, Turkish public opinion looked to the fighting services.

The general was summing up his view of his country's condition after the drastic discipline imposed by the armed forces. General elections take place on November 6 and will provide Turkey with its first Parliament since the last was dissolved by the military when they took power on September 12, 1980. And a civilian government will be drawn from one or more of the three parties - all of them new - allowed to compete. Leaders of the old parties, under the electoral law, have to remain out of politics for the next ten years: continuity with the intervening military rule is provided by General Evren himself.

regards as fair, if rough, justice to politicians, terrorists, unionists, journalists and others who have felt the biting edge of the regime. Only the clipped tone of voice gives a military impression. "Just imagine a country which has a democratic, parliamentary system, with its constitution, its institutions and its legislation. But imagine, too, that in that country the people are disturbed, and each day 30 of them lose their lives. Parents were worried for their children. Parents were concerned about the safety of their children. Schools, be it higher education, or even primary schools had become nests of anarchy. The students were injected with ideology and could not continue to study in normal conditions. There were free

labor organizations which instead of dealing with the problems of the workers indulged themselves in ideology. Factories were occupied and illegal strikes were organized. On the delicate subject in Turkey of human rights, the president said: "Naturally citizens do have the right to life which they could not exercise. People were afraid that someone might knock at their door, afraid of theft or of death. Terrorists and anarchists could shoot at the police but if they did, and killed a terrorist they would themselves be arrested. The economic situation grew worse each day. Inflation reached 100 percent and prices rose daily. The freely elected

In these last three years, General Evren saw the achievements of the regime as the elimination of terrorism and anarchy, greater economic stability and a cut to the inflation rate to 25 per cent. As for Turkey's future, he said: "I have always been an optimist, never a pessimist. We have our forthcoming elections. The parties will be represented in parliament in accordance with their rate of success at the polls. I do not believe that to the period after the elections and the new parliament and the new government is installed what happened before 1980 will be repeated. I do not think so..."

Peace is not just the absence of war

Roger Scruton

How can the "peace movement" be cured of its ruling illusions? How can it be brought to see that peace requires, not the absence of weapons, but the absence of war, that war exists just so long as enmity is not deterred, and that enmity - towards our freedom, our institutions, our custom, our religion and our ideals - has existed unaltered since 1917?

I do not know the answer to those questions. But I do know that "peace" means something more than the absence of war, and that, without that something more, the constant threat of war induces an unbearable longing for peace, a longing so great that men will throw down their weapons under its influence, believing that fate will not harm them, who intend no harm.

That is a religious belief, and the error of the "peace" movement, as far as it has to do with the world of human relations, is a sentiment that attaches properly only to God. If God exists, then indeed he can do no harm to those who intend no harm. But "harm" is not, in God's eyes, what it is in ours. For God intends our death: the death of each of us individually, and (perhaps) perhaps the death of all of us together. A human being guilty of such an intention is indeed the enemy of peace. But that is because men are motivated differently from God, and because the peace of God is something other than the peace of man.

For us, "harm" has an earthly meaning, and includes such catastrophes as sickness and death. There is a certain impurity in supposing that we can guarantee that men will not produce those harms, by renouncing the intention to deter them. For this is to base our attitude to other men, not in a recognition of their perfect good. It is to suppose that we should exchange provisional trust for absolute faith, and so make man, not God, the object of our worship.

Idolatry of the merely human is a normal feature of modern experience. It need not be dangerous, even if it is always faintly ridiculous; it becomes dangerous only in the face of genuine human enmity, for then it threatens peace. Men need peace, and of both kinds. They need the partial peace of human coexistence, and also the absolute peace of worship, in which they are reconciled to their condition. The old liturgies provided the language through which an image of that absolute peace could be briefly entertained. The cause of peace - of true peace - is therefore inseparable from that of liturgical tradition. The peace of the liturgy is granted only because we are permitted to see ourselves, for a moment, outside human conflict, set like a jewel in God's ring.

Now fashion me, the last stone On one of your thousand rings. Oh God - and I shall be filled With good things, and with peace. Having touched on the theme of

A wrong weapon for fighting crime

Louis Blom-Cooper

The Home Secretary is clearly embarked on a penal policy radically different from those of all his recent predecessors, Labour and Conservative. While there is a firm commitment to build more prisons to alleviate overcrowding, the twin aim of drastically reducing the prison population has been abandoned.

To be fair, Mr Brittan has declared himself to favour of keeping minor offenders out of prison by providing the courts with the power to impose alternative punishments, and he says he favours the "shortest reasonable" sentences when imprisonment is unavoidable. But he has made no direct appeal to the courts to help in substantially shortening the time prisoners spend in custody.

As far back as June 1977 the Advisory Council on the Penal System recommended that the courts should pass much shorter sentences for run-of-the-mill cases. It argued that there was no reason to suppose that longer sentences had a greater impact on the prisoner than shorter, and that the length of sentence made no difference to whatever deterrent value imprisonment might possess. Successive Home Secretaries warmly endorsed the proposition and the Home Office has persistently advocated its adoption by the courts. In response, the Lord Chief Justice and his colleagues in the Court of Appeal (Criminal Division) propounded a reduced use of imprisonment to a wide range of the less serious property and non-violent offences. But the response at lower judicial levels left much to be desired. While there was some initial moderation in the length of prison sentences, the general pattern of sentencing has remained depressingly unaltered. Circuit judges and magistrates show no perceptible willingness to use powers of imprisonment more sparingly. Indeed, magistrates dealing with young adult offenders in the first six months of the new system established by last year's Criminal Justice



P.O. Box 7, 200 Gray's Inn Road, London WC1X 8EZ. Telephone: 01-837 1234

PERONISM IN DEFEAT

Senor Raul Alfonsín has once and for all ended the era in which Peronism could claim to be the unique mass party of Argentina...

generous pronouncement in victory, and some Peronists at least have reacted in similar spirit. But the defeat of Peronism is too palpable to be hidden...

as little as possible, and in the face of the mandate of these elections the date may well be brought forward. He has oow the support for a critical hundred days...

SECULAR AND SECTARIAN

Mr R. A. Butler's settlement of the century-old religious question in English state schooling has proved remarkably enduring. Teachers and parents remain broadly satisfied with the daily act of collective worship specified by the 1944 Education Act...

promoters of the Yesodey Hatorah Girls' Primary School in Stamford Hill, Hackney are applying (for a second time) for state support. The application has gone to the Education Committee...

this test case. Inevitably they concern moody. By his own department's calculation the IEA is wildly "over-spent"; it is tardy in reducing its school places in line with falling rolls...

BACKBENCH DRIVING

John Hoskyns did not rail against the Establishment in his Friday's Commons debate in the Civil Service, the first for five years, addressed itself to some of the issues Mrs Thatcher's former senior policy adviser wishes to see at the top of the political agenda...

and the first steps towards a reassertion of Commons control over the supply estimates. Many of the causes he has pressed have eventually been taken up by government. On Friday Mr du Cann guided the debate towards the constitutional issues that matter...

mittees in particular to play a significant part in the process. He believes the performance of those committees since 1979 has shown that civil servants now have a wider role - to serve not just ministers but backbench MPs as well by coming and giving evidence at select committee hearings.

Religious insight

From Fr Deryck Henschel, SJ. Julian of Norwich's insight into the motherhood in God is at once more subtle and more trinitarian.

Female of the species

From Professor B. A. Thrush, FRS. I have just received a letter addressed to Prof. B. A. Thrush. Would the corresponding feminine form be "Profema"?

Tasks at Transport

From Mr M. B. F. Ranken. Sir, Your third leader on October 21 rightly warned against a downgrading of the public image of the Department of Transport but implied that Mr Nicholas Ridley's only important tasks are in the heavily subsidised internal rail, bus and road sectors.

Fear of clash on farm tenancies

From Mr Peter Trumper and others. Sir, We are responsible, between us, for the management of more than two million acres of agricultural land to tenants; land which is owned by individuals, institutions, charities, pension funds, local authorities and others.

Principles behind invasion of Grenada

From Sir Peter Smithers. Sir, Events in Grenada provide an interesting example of the ability of Russian policy to create "no-lose" situations. Grenada is a small island with a population of 110,000 persons.

Care of London's listed buildings

From the Chairman of the Royal Fine Art Commission. Sir, The Royal Fine Art Commission's long experience of the GLC Historic Building Panel suggests that Mr Norman Howard (October 22) is too modest. The officers of its Historic Buildings Division have given invaluable help to my commission over the years in enabling it to reach its views.

Advertising by lawyers

From Mr Graham Lee. Sir, Torin Douglas (The Times, September 30) may be surprised to learn that The Law Society is not totally opposed to the concept of informative advertising by solicitors.

When tax is an ass

From Mr M. Martin. Sir, Your leader, "Tasks for Mr Tebbit" (October 18), touches on the apparent anomalies in the current regional development policy. As one who is closely involved with a labour-intensive manufacturing company in an unemployment hotspot (25 per cent) in the north of the country I have had first-hand experience of the strong conflicts that exist.

Health hazards

From Dr P. W. M. Copeman. Sir, Dundee's "neonatal secretary" (letter, October 27) sounds to be a more healthy hazard than our hospital's "pathological laboratory".

Vote for Gibraltarians

From Dr Cecil Isola. Sir, I would like to refer to Mr Robert Peliza's letter (October 24), in which he states, quite erroneously, that Gibraltarians, like the English, Scots, Welsh and Northern Irish, are full British citizens.

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ADVERTISEMENT

Marketing - The Key to Prosperity

Ask the five winners of the 1983 National Marketing Awards to what they attribute their outstandingly successful financial performance and they would all stress the importance of a planned and sustained marketing effort.

The purpose of the Awards, now in their 22nd year, is not only to pay tribute to the successful companies but also to demonstrate how an effective marketing plan can result in a considerable and sometimes dramatic improvement in growth and profitability.

Barratt Developments, joint winners with Sainsbury's of the Award for companies with a turnover above £50m, have brought about a revolution in the house building industry during the last 15 years. They have achieved this by concentrating on marketing philosophy, product innovation and by de-centralising their management structure. The company now dominates the house building sector with 18,000 homes planned for this year - 7,000 more than their nearest rival.

Uoifl Barratt's segmented the market it was product dominated and the single family three-bedroom "semi" reigned supreme. Barratt's realised that housing needs change and set about satisfying demand by researching the type and style of house people wanted and then designed and built them at a price which people could afford. A range of new style homes were developed for particular segments of the market - "Solo" studio flats for the young first time buyer through a whole range of designs and sizes to retirement accommodation for the elderly. Another major innovation in marketing terms was the total service which Barratt provided to house buyers including help with the mortgage.

Strong branding has been at the centre of their company's philosophy and the familiar helicopter and oak tree appear regularly in TV advertising while national press ads stress the ease of buying Barratt with special purchase plans.

The result of Barratt's efforts has been to raise the company's turnover and profit

dramatically in a fairly depressed market. Profit before tax shot up from £5.6m in 1973 to £52.2m in 1983.

Sainsbury's is the UK's most successful food retailer. Accelerated growth has been achieved over the last five years since the "Discount" programme was introduced. This is a modern interpretation and continuation of Sainsbury's traditional policy - that the company's lead in quality should be matched by a lead in low prices.

The "Discount" programme set out to offer new low prices which could be maintained, long-term, over a wide range of frequently purchased foods. Shopping hours were increased by 25%, flexible ordering systems responded quickly to the customers' requirements and an efficient distribution network ensured fully stocked shelves. The product range was improved and extended and many new innovative lines were introduced.

A full range of marketing techniques was employed and the two main components were market research and advertising. Market research evaluated and monitored the fast changing requirements of Sainsbury's customers. Advertising on TV, in newspapers and magazines all combined to reinforce the themes of "Discount" and the well established slogan "Good Food Costs Less at Sainsbury's".

The "Discount" strategy was a great success. While competition intensified, Sainsbury's maintained a steady and consistent marketing position and, in the five years since the planned approach was introduced, Sainsbury's sales increased by 283% from £81.1m to £2,293m; sales per employee rose 60% and, at the same time, 12,000 new jobs were created.

Sodastream, winner of the Award for companies with a turnover of above £20m and up to £50m, has grown dramatically since 1973 and in ten years a £25m business has been built up employing 500 people.

The company manufactures and sells Sodastream machines, refill cylinders and concentrates. In 1979 it adopted a prin-

ciple fundamental to its future success - it established that it was not only in the home carbonated drinks market (which it dominates with a 94% share) - it was in the take home soft drinks business. In this sector it has now carved out a 6.6% share against competition from well established big brand names.

Sodastream's marketing strategy, based on research, has been to promote its products to families with children and 1.5 million homes in the UK now have a Sodastream system. The "Get Busy with the Fizzy" TV advertising campaign rapidly increased awareness and the fun aspect of the machine appealed to both adults and children. There were benefits of economy in comparison with take home drinks. The convenience of the system, and wide distribution through 6,000 outlets helped to build Sodastream's share of the market.

Sodastream now operates on an international basis and has the company's production of machines and cylinders is exported to 20 countries. In 1980 they won the Queen's Award for Export Achievement.

Horsell Graphic Industries manufactures offset litho plates and a range of chemicals and other products for the printing industry at its headquarters in Morley near Leeds. They win the Award for companies with a turnover of above £5m and up to £20m.

In the sixties and early seventies Horsell could sell everything it produced but in 1978 it became apparent that a different approach would be needed. Research gave the company the information it needed. They also undertook an analysis of customer requirements and reviewed their product range in the light of this.

As a result of this study some products were discontinued and a number of initiatives were taken. The technical department developed a plate "Taurus" with an exposure time faster than any competitors. This was the first of a new range of products launched with astron-

omy-linked brand names. "Aquatius", a negative plate with a water based developer, followed soon after and then the "Gemini" system, an innovation in the industry which enabled positive and negative plates to be used with one set of chemicals.

In 1981 a £1.5m reel fed computer controlled production facility came on stream. This system is widely regarded as the most modern installation of its kind in the West.

Horsell's return on capital has grown from 22.5% in 1979 to 29% in the current year and Horsell now have export sales accounting for over 40% of their turnover. Bath replacements now vastly outnumber new installations and acrylic baths now account for 64% of sales. Ram Bathrooms Limited was formed in 1980 to capture a share of this growing acrylic market and trading under the name Spring Bathrooms it now supplies 20% of all acrylic baths sold. Its factory is at Sowerby Bridge near Halifax and Spring won the Award for companies with turnover up to £5m.

Architects, builders and plumbers made the decisions about bath installations but Spring planned to involve the consumer. Now more people choose their own bath and in many cases install it themselves. Design played a vital role in the company's strategy and their range included modern designs with features previously only available with more expensive luxury products.

Product availability was all-important at a time when distributors were de-stocking. A new manufacturing process perfected by Spring's engineers enabled quick change over of moulds and this facilitated a "made to measure" mode of operation.

Spring distributes its products mainly through major DIY multiples, and builders merchants. Through own branding and special promotions it has forged strong ties with retailers. The company's commitment to design and their distribution strategy has paid off handsomely and the first figures issued since Spring Ram Corporation plc went public earlier this year show a half year pre-tax profit of £635,000 on a turnover which has now risen to £5.8m.

All the components of marketing - research, design, product planning, pricing, advertising and promotion, sales and distribution - have played their part in the success stories of the Marketing Award winners this year. The opportunities these companies grasped in their particular sectors exist in abundance elsewhere and valuable lessons can be learned from the initiatives taken.

It is also worth noting that each of these companies has increased employment opportunities, by over 12,000 jobs in the case of Sainsbury's, for example, and this alone is an excellent reason for exhorting more companies to adopt a dynamic marketing approach at the present time.

Teaching by example

One of the "Victorian values" which is currently enjoying a revival is the increasing amount of attention which businesses are now paying to the requirement of their customers. The recession has brought to an end the days when companies could sell everything they produced and the competition for existing business has brought about a remarkable interest in marketing and marketing techniques.

Peter Blood, Director General of the Institute of Marketing, hopes that this new awareness will, once and for all, end the belief that marketing is just another word for selling. "There is certainly a greater recognition, at all levels, of the need for companies to have a planned approach to securing and keeping customers," he says. "But the industrial sector in particular has been slow to adapt to market changes." To support this view Blood quotes from a 1981 NEDO Sector Working Party report which said "The sector committees continue to identify the lack of commitment to marketing as the single most important constraint on improving UK and overseas market shares".

"Our Award winners and other successful companies have demonstrated that marketing is not an expensive luxury. By adopting a marketing philosophy which permeates the whole organisation, it is possible to achieve outstanding results without spending a fortune," says Blood.

The Institute of Marketing is about to publish a survey which provides evidence that there is a noticeably higher profit level in companies which claim to operate a marketing strategy. So, what holds some companies back from following their example?

Two major constraints to progress were identified by 300 top executives questioned last March - a shortage of well trained marketing executives and a lack of commitment to marketing at Board level.

Blood believes that his Institute - the largest professional marketing body of its kind in the world - is playing a major part in winning over "hearts and minds" and tackling the more practical education and training problem. As evidence of the better understanding of marketing's role, he cites the frequent references made in speeches by Cabinet Ministers and top industrialists. In addition, the Department of Trade and Industry is currently conducting a survey into the possible take-up of a government-funded Marketing Consultancy Service. The survey is the result of a proposal made by the Institute to the Department and a service, similar to the successful

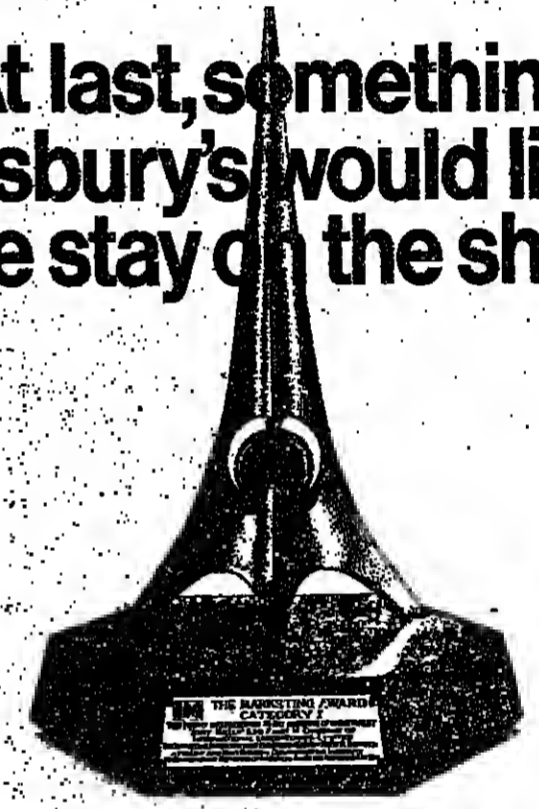
Manufacturing and Design Consultancy Services, may eventually be set up. "If this comes into being it will make available a fund of marketing expertise which many companies, particularly in the industrial manufacturing sector, lack," says Blood.

The Institute's own Marketing Advisory Service is believed to be unique and involves over forty managing or marketing directors who voluntarily give up some of their time to advise individual companies with a marketing problem. The participants include Sir Kenneth Corfield, Chairman and Chief Executive of STC and Eddie Nixon, Chairman and Chief Executive of IBM, and a few hours of their time could bring a breadth of knowledge and experience which would be almost impossible to obtain elsewhere. However, Blood is quick to point out that this service is not offering long-term consultancy and many businesses require a more sustained level of marketing support.

The standards of professionalism in marketing have risen dramatically over the past ten years, and a recognised marketing qualification, together with management experience, is now a mandatory requirement for membership of the Institute of Marketing. Over 5,000 students in the UK are studying for the Institute's Diploma in Marketing and about 3,000 young people acquire some kind of marketing qualification from universities and colleges each year. However, there is still a long way to go in convincing top management that, just as they would not employ an unqualified accountant, engineer or architect, they should not gamble with their company's future by employing unqualified marketing executives.

Blood believes that the recession has led to a great improvement in the standard of management in general, and of marketing management in particular. The level of interest in marketing and sales training is a good guide to the state of the economy and the Institute's College of Marketing at Cookham in Berkshire has shown an increased level of occupancy in the last few months. "The best way to teach is by example," says Blood. "I am delighted to say that our Institute's return on average capital employed was 33.5%, which is certainly better than the national average. The good news is that, because we are a professional body, owned by the members, all this money goes towards improving our services and publicising the importance of marketing to the British economy."

At last, something Sainsbury's would like to see stay on the shelf.



Congratulations to

Sainsbury
Sodastream
Horsell Graphic Industries
Spring Bathrooms



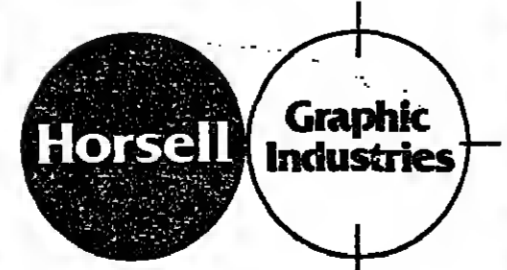
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Full marks and Congratulations to the Winners



pacemakers

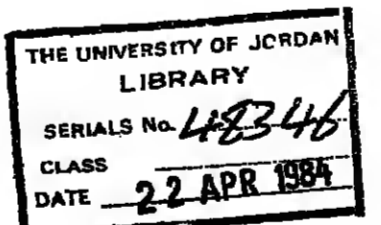
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Zero to £25 million in ten years

- a soft drinks success story

SodaStream

the drink makers

The National Marketing Awards

The National Marketing Awards have been presented annually by the Institute of Marketing since 1961 to recognise the marketing achievements of British companies and thus give encouragement to every business throughout the country. The four Awards are made on the basis of a written submission.

The adjudicating panel evaluate the submission by assessing the company's performance under the following headings:

- Use of marketing approach and techniques
- Marketing Performance
- Company Growth and Profit
- Innovation and Exploitation

For more information write to the Director General, Institute of Marketing, Moor Hall, Cookham, Berks SL6 9QH

MARKET REPORT by Michael Clark

Akroyd surges to 453p

ACCOUNT DAYS: Dealings begin Monday, Dealings end, Nov 11. Contango Day, Nov 14. Settlement Day, Nov 21.

Shares of Akroyd & Smithers, the biggest of London's two publicly-quoted stockbrokers, surged 28p to a new high of 453p yesterday on rumours that one of the big American banking firms is building up a stake.

Security Pacific, who last year paid between £10m and £12m for a 30 per cent stake in the broker, Hoare Govett, was being tipped as a favourite contender.

Last night, Mr Timothy Nixon, finance partner at Akroyd, admitted he had been the rumourer, but said: "I have nothing to tell you that would be of any constructive use."

Certainly, one broker appeared to be active in the shares market, although this might be explained by the full-year figures, due out later this month.

Last year, Akroyd made record pretax profits of £29m, but given this year's record-breaking performance in the equity market and the level of Government funding in the gilt market, profits are easily expected to exceed this figure.

Shareholders are also looking forward to a bumper dividend payment. Last year, they received a total of 23p gross. However, at the interim stage, Akroyd reported profits down from £10.6m to £9.4m.

Yesterday's flurry of activity was also good news for smaller firms.

Lilleshall yesterday denied that its 20.5-acre former steel works will form the key office and hotel development site in the Telford Enterprise zone. The site is included in the zone, but fans of the shares have been wondering whether a development would push the 120p cover-value still higher. The shares eased a penny to 33p yesterday, having been 36p earlier this year.

rival, Smith Bros, which closed 6p up at a new "high" of 55p.

The rest of the equity market was enjoying something of a revival at the start of the new account, with the FT index climbing back above the 700 level to close 12.0 up at 703.1.

Gilts also found a new lease of life looking for a further cut in US and domestic interest rates. This follows the latest US money supply figures over the weekend showing a \$2.4bn fall in spending.

A cheerful forecast on the economy from the London Business School also helped sentiment.

However, despite the double-figure gains among most to our leading shares, turnover remained thin with the institutions refusing to budge from the sidelines. Most of the buyers contented themselves with those stocks that appear to have been neglected recently, including breweries and electricals.

Among these, GEC rose 5p to 192p. Thra EMU 11p to 60 1/2p and Plessey 6p to 210p. The breweries had Allied-Lyons 3p dearer at 143p and Grand Metropolitan 7p at 323p.

Stores were also buoyant on hopes of a bumper spending spree in the High Street this Christmas. This has led brokers James Capel to raise its consumer spending estimate from 1.4 to 1.8 per cent.

Among the best performers in the High Street this Christmas, this has led brokers James Capel to raise its consumer spending estimate from 1.4 to 1.8 per cent.

A bid looks near for De Vere Hotels and Restaurants, owner of London's famous Mirabelle restaurant and a string of provincial hotels. The chairman, Mr Leopold Muller, aged 81, and his deputy, Mr Lewis Jackson, would be receptive to an offer, at least, of course, an agreeable price. Mr Muller has more than 51 per cent of the capital. At 275p, De Vere's shares are at a peak.

ances, Marks & Spencer rose 6p to 213p ahead of interim figures tomorrow. The market has been looking for pretax profits of between £105m to £110m, but yesterday a few late runners were looking for nearer £12m. This compares with £97m

last time. In this the group's centennial year, shareholders are looking for a little something extra from the board - possibly a free share dividend.

Mr Frank Phillips has paid £100,000 cash to his former employer Amalgamated Estates as part of an out-of-court settlement following his departure as managing director last month. In the year to the end of that month, Amalgamated, a property investment company, with a market value of £1.5m, lost £1.8m.

Amalgamated confirmed the figure last night. As part of a recovery, the English Associated Trust has underwritten £1.2m rights at 7p a share. Last night the shares closed unchanged at 87p.

Private housebuilder Barratt Developments enjoyed a 12p rise to 192p following some words of encouragement from Sir Lawrie Barratt, chairman, in his annual report.

Sales of new houses are well up to expectations in both Britain and the United States and Sir Lawrie is confident about the group's ability to achieve planned growth in 1984 and beyond.

RECENT ISSUES table with columns for company name, price, and change.

BRITISH FUNDS table with columns for fund name, price, and change.

COMMONWEALTH AND FOREIGN table with columns for company name, price, and change.

LOCAL AUTHORITIES table with columns for authority name, price, and change.

BANKS AND DISCOUNTS table with columns for bank name, price, and change.

BREWERIES AND DISTILLERIES table with columns for company name, price, and change.

COMMERICAL AND INDUSTRIAL table with columns for company name, price, and change.

Table with columns: High, Low, Company, Price, Chg, Div, Yld, P/E.

Table with columns: High, Low, Company, Price, Chg, Div, Yld, P/E.

Table with columns: High, Low, Company, Price, Chg, Div, Yld, P/E.

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Table with columns: High, Low, Company, Price, Chg, Div, Yld, P/E.

THE TIMES 1000 1982/1983 The World's Top Companies

Table listing top companies with columns for company name, price, and change.

Table listing companies with columns for company name, price, and change.

Table listing companies with columns for company name, price, and change.

Table listing companies with columns for company name, price, and change.



SEARCHING LOOK UP

Sterling Spot and Forward

Table showing Sterling Spot and Forward rates for various currencies.

Money Market Rates

Table showing Money Market Rates for Treasury Bills and other instruments.

Other Markets

Table showing Other Markets including Australia, Bahrain, and others.

Dollar Spot Rates

Table showing Dollar Spot Rates for various countries.

Investment Trusts

Table showing Investment Trusts with columns for trust name, price, and change.

Euro-Spot Rates

Table showing Euro-Spot Rates for various currencies.

Gold

Table showing Gold prices and related market data.

Insurance

Table showing Insurance rates for various policies.

Plantations

Table showing Plantations with columns for plantation name, price, and change.

Miscellaneous

Table showing Miscellaneous items with columns for item name, price, and change.

Property

Table showing Property listings with columns for property name, price, and change.

Unlisted Securities

Table showing Unlisted Securities with columns for security name, price, and change.

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APPOINTMENTS

US post for Gillette chairman

Gillette Industries: Mr R. H. Burton will retire as chairman on January 1 when he will become deputy to the chairman of the parent, Gillette Company, Boston.

Baker & McKenzie: Mr Anthony Davies has been appointed to the partnership, R. Robert Rice, recently resident in Baker & McKenzie Hongkong and Singapore, has now returned to the London partnership.

Location of Industry Bureau: Mr du Parc Braham has joined the board.

Stockdale Filtration Systems and Fluid Systems Europe BV: Mr Geoffrey Sneddon has become managing director of both companies.

Scott Paper International: Mr Raymond Dinkin has been appointed vice president - Continental Europe.

MCP Electronics: Mr Ronald Adams has been promoted to managing director.

Thorn EMI Dynastek: Mr Donald Billington becomes technical director, while Mr Colin Richards has been promoted to financial director.

Prutec: Dr John Ballard has been made a technical business manager.

SE Tietz & Partners: Mr R. S. Narayanan has been made a partner.

Highgate Optical & Industrial: Mr John Tozer, a director, has been elected chairman.

St James's Corporate Communications: Mr Simon Culham is now chief executive. Mr Peter Frost, has been appointed executive deputy chairman.

Mr Robert and Mr John Ellwood, have become directors of the agency and Mr Roy Bennett, Miss Diane Johnson and Mr Derek Prebble have been made associate directors.

Mr John Castle, the chief executive of Lopex, has been appointed non-executive chairman of St James's following the retirement from full-time executive duties of Mr Harry Bengough.

Mr Bengough will retain his connexion with St James's as a consultant.

Alexander Howden Group: Mr R. M. Page is now a director.

Bain Davies Credit: Mr Dugald Graham-Campbell has been appointed a director.

Charterhouse Petroleum: Mr Tim Egar, MP, joins the board.

Marketing and advertising: Torin Douglas reports on the boom in PR

The poor relation improves its public image



Harold Burson (above): "Brand managers have discovered public relations as a support tool". Qualcast's advertisement (right) was the result of this PR support.



The public relations industry has traditionally done a pretty poor job on itself for a business whose job is to ensure its clients are seen in the best light. The industry attracts few plaudits, many brickbats, is sneered at by many journalists and is looked down on as the poor relation of the big-budget advertising world.

Yet there are signs, particularly within the marketing business, that public relations is being taken more seriously as a management function that can have a beneficial impact on the balance sheet.

This is true not just in Britain where in the last five or six years a number of highly marketing-oriented public relations companies have been set up, but in other parts of the world.

Mr Harold Burson, chairman and chief executive officer of Burson-Marsteller, the world's largest consumer marketing public relations company says: "Something rather remarkable has happened in the last five or ten years. Brand managers have discovered public relations as a support tool which had not been recognized before. There is a clearer focus on how to use publicity and a willingness to commit larger sums of money to accomplish objectives."

Mr Burson, who set up his company 30 years ago, has been in London discussing the state of the public relations business. London is the group's third largest office, after New York and Chicago, and accounts for about 45 per cent of the company's business in Europe.

"One of the reasons for the increasing use of public relations in marketing management is the high cost of delivering television messages, which means that it is becoming more important to maximize the effectiveness of those messages in additional ways," he says.

"Another is simply the tyranny of the 30-second commercial, which severely limits the message one can put across at a time when the consumer has an ever greater hunger for information about products - the ingredients, new forms of usage and so on.

"We in public relations are able to extend the scope of the messages, not just to the consumer, but to regulatory bodies, schools, the medical profession and other more narrowly-segmented audiences."

Public relations, Mr Burson, emphasises is not a replacement for media advertising. "Public relations cannot provide the frequency to keep a major brand in front of the public and unless we recognize that we are a support tool we are fooling

ourselves" he says. We can nevertheless enable an advertiser to get more from his media expenditure by giving him more credibility and recognition and by reaching specific groups of people.

Such an argument may not seem surprising, given that Burson-Marsteller has always had an advertising agency arm and that it is now a subsidiary of Young & Rubicam America's biggest advertising agency.

Many of the biggest public relations companies, both in Britain and worldwide, are owned by advertising agencies, but even those that are not, work closely with their clients' advertising staff.

research that had gone into its performance claims. "Narrowcasting is becoming more and more important and the growth of local radio and local freshets enables us to get a lot more mileage for our clients", she says.

Radio is a particularly useful channel for newspapers and magazines which want to get publicity for their stories, but it requires a great deal of time and planning. One of the signs of the growing acceptance of public relations within journalism is the fact that Fleet Street is using consultants more heavily and consistently than before.

Biss Lancaster claims it is unusual in that its directors come from the client side of marketing and advertising rather than journalism and that this makes it better able to understand a client's needs.

Managing partner Ms Adele Biss was a Unilever brand manager and head of communications at Thomson Travel, while Mr Graham Lancaster was previously head of public affairs at the Association of British Travel Agents.

Ms Biss echoes Mr Burson's views on the ability of public relations to reach more narrowly-defined audiences than advertising. In the case of Qualcast, for example, it ensured that the gardening press was fully informed of the

Whitehall notebook

How Britain fudged its oil prediction

Britain is now producing oil from the North Sea at the rate of 2.4 million barrels a day, the highest level yet achieved.

By a neat coincidence, news of this latest milestone emerged a few days ago at the same time as ministers from the Organization of Petroleum Exporting Countries were holding a meeting of their market monitoring committee, and addressing themselves to the familiar problem of how to share out among themselves the stubbornly modest world demand for their oil.

What happens in the North Sea and what happens at Opec are directly related, as everybody is now aware. Rising oil production from Britain and other non-Opec producers such as Norway and Mexico has been one of the most important factors behind Opec's persistent difficulties in shoring up the oil price against market pressures for a fall.

The diplomatic tightrope that Mr Nigel Lawson, then Britain's Secretary of State for Energy, had to walk during last year's marathon Opec meeting in London demonstrated that Britain could not wash its hands of the oil price business, much as it might have liked.

What is interesting about the latest oil production figures is that they mean that Britain's North Sea output this year will probably average just under 2.5 million barrels a day, as opposed to just under 2.1 million barrels a day last year. This increase - of some 10 per cent - compares with Mr Lawson's assurances to Opec in March that North Sea output was expected to be "about the same" this year as last.

At the time, the assurances raised some eyebrows in the industry, not least at the British National Oil Corporation, which was providing MPs with its own predictions of future North Sea output, showing all too accurately the rise in production that has now occurred.

Now the assurance can be more clearly seen as the kind of diplomatic "fudge" that Mr Lawson had little choice but to make, as he cast round for some to give the Opec ministers as they camped on his doorstep - and pleaded for

Britain to join in their efforts to fix price and production levels.

Though they made much of these assurances at the time, it must be doubtful whether Sheikh Ahmed Zaki Yamani and the other Opec ministers really believed that Britain was going to abandon its established policy.

A recent speech by Mr Richard Lawson, Minister of State at the Foreign Office, on Britain's policy towards Opec reiterated the official line that the Government has no wish or power to restrain production, at least until the assumed Varley assurances ran out at the end of next year. Mr Eric Varley, when Labour's Energy Secretary, promised the oil companies that he would not force them to cut production on the early fields.

Now that he is installed as Chancellor, Mr Lawson is unlikely to want to resist the domestic financial pressures to keep the North Sea revenues running at the maximum possible level through the middle of the 1990s.

By 1987, North Sea oil output will be starting to decline, and the Government is already aware of the urgency of encouraging new developments to replace the lost production. As Mr Martin Lovegrove, the respected North Sea consultant, pointed out in a recent book, "It now looks as though government-imposed production cutbacks for depletion reasons are a dead letter."

This raises the question of what, if anything, the British Government can offer Opec the next time there is an oil price crisis, and it is called upon to do something to assist in maintaining "oil price stability".

Mr Luce emphasized the need for bilateral contacts with Opec members to "keep in touch on important economic and political questions".

Ministers have clearly learnt valuable lessons from their March experience, but whether this has developed into a meaningful policy - other than fudging and muddling in the hope that the crisis will blow over - is something that has not yet become apparent.

Jonathan Davis

Table with multiple columns containing financial data, including 'Authorized Units & Insurance Funds' and various company names and figures.

Comdex struggle to link exporters to the buyers Battle of the 'marriage' brokers

THE WEEK Maggie McLening

Quality and not quantity was the watchword on enquiries at this year's Comdex/Europe '83 exhibition, the second to be held in Amsterdam for Independent Sales Organisations.

Last year's event was deemed a success by many of the disappointed exhibitors, who waited in vain for European retailers, distributors and export managers to turn up in force, and the situation had not noticeably improved.

Finding suitable retail outlets in foreign countries is one of the main stumbling blocks for both hardware and software companies anxious to export their products. An international trade show such as Comdex is one of the few 'marriage bureaux' open to them; the only problem arising in persuading the right visitors to attend.

Despite a successful advertising campaign, Comdex/Europe '83 attracted only fractionally more people than last year, with attendance estimated at around

3,000 by the end of the second day.

There appeared to be a consensus of opinion among the 220 exhibitors, particularly those with unhappy memories of last year, to maintain a presence at minimal cost. This resulted in some makeshift-like stands and in software companies such as Peachtree spreading their products across several other exhibitors' pitches. Nevertheless, there were some interesting new products and companies at the show.

One of the chief attractions was Hewlett Packard's answer to the IBM Personal Computer, the HP 150, internally code-named "Magic". The HP 150 has a unique touch sensitive screen-based on a grid of light emitting diodes, which provides Comdex visitors with such novelties as teaching

a tab label on the screen to make the HP personal card file program show a particular card.

Two other machines on public display for the first time at Comdex were CASIO's FP-200 portable, with liquid crystal display and built-in CETL spreadsheet application software, and ICL's new version of the PERQ scientific workstation.

The upgraded PERQ has a larger internal memory of 2 megabytes, with the option of 35 megabyte hard discs instead of the previous 24 megabyte version, and has acquired a more distinctive streamlined shape. ICL is currently looking for dealers for the machine, intending to build up a 30-strong network in Holland, and managed to sell two of the new PERQs on the first day.

One of the few companies to have a large stand at the show, ICL had had "very good experiences and signed up interesting new contacts" at last year's Comdex, according to Mr H. A. Van Der Veg of ICL's European division.

This year he considered to be even better, claiming that ICL's first colour video system (as yet unofficially launched in the UK) was attracting considerable attention. The colour video terminal is due to become a standard product, costing about £1,200.

Personal and small business computer manufacturers were out in force, including a contingent from the growing number of IBM-compatible suppliers. Corona Data Systems, which recently launched its portable and desk-top Corona PCs in the UK through distributor Midletron, gave the



Kees Boer... answering.

machines their first European airing, and Bytec Gelfstream made a flurry of announcements about the 16-bit Hyperion portable.

The chief of these was a 14 per cent price cut due to full production coming on stream and the bundling of relational database system Aladin, bringing the price of the Hyperion down to £2,599 including the software. Comdex also marked the entry of Bytec Gelfstream into Europe as a single entity, after a takeover earlier this year.

Another recently-formed British company launching in Europe is Trifid Software, an offshoot of American Can UK. Trifid Software is one of the few companies to specialise in applications based on the PICK operating system, which is steadily gaining in popularity.

"Initially we intend to concentrate on financial, distribution and manufacturing software," said managing director Rennie Akins. "The vast majority of manufacturing systems on the market don't work,

but we use the Trifid MCS+ package ourselves, having developed it over six years, so we guarantee that it works."

Manufacturing software is an expanding area, predicted to grow by about 30% a year, and Trifid is looking for distributors in several European countries. As a start, it has sold a £60,000 system to a multi-national organisation based in Holland, which intends to expand use of the package to two other countries.

Despite the strong current taking UK and US products into Europe, there is a small movement the other way. Perhaps one of the most successful Dutch companies in the UK so far, Holland Automation, announced the introduction of hot-line telephone support for end-users of its HAI software packages.

Another Dutch company anxious to crack the UK market is DMS Automation in Utrecht, which offers a mixture of application and system software, including an advanced voice response system called Boektel.

Boektel was developed by DMS's sister company Comsys in conjunction with Central Boekhuis, and acts as an answering service for a computer holding a stock control system. A customer dials into the computer and questions or orders are answered by a human voice.

"No-one else in Holland has anything like this, although it has been installed in the UK as a car parts ordering system," claimed Kees Boer, head of Systems Development Division at DMS Automation.

Medium-rare on the printout

COMPUTER BRIEFING

A chain of restaurants in which the waiters, cooks and cashiers all communicate over a computer network is being set up by Joshua Tettey & Son, the Leeds brewers.

Following experience with a prototype in Leeds, Tetteys have adopted the Plantime Fermanco computerized system, which is now also operating in Sheffield, Derby and Nottingham.

The waiter or waitress keys in a customer's order on a Fermanco terminal in the restaurant, and the information is transmitted to a printer in the kitchen. When the order is ready, the kitchen signals back to the restaurant, and at the end of the meal the terminal produces an itemised bill.

Further systems have been ordered by Tetteys for restaurants in Manchester and Birmingham, and plans are well advanced to extend the computerized restaurants to other developments.

A computer in an airship sounds like an anachronism, but Ferranti is to supply a computer-controlled display system for Airship Industries' third Skyship 500.

It will be used for aerial advertising in the USA by the Golden Nugget hotel and casino group, and a desktop computer in the Skyship's cabin will control the two huge displays which will be mounted on each side of the airship. These will be made up of over 100,000 light-emitting diodes (LEDs), and the computer will allow the operators to choose simple animated graphics or rows of letters, both in colour.

A comprehensive CP/M software directory, listing over 2000 applications packages, will be available from mid-November. Although it is the third year for the directory, it is the first time it has been distributed in Europe, where, for £15, it will be sold from Digital Research distributors.

Yet another technology based factory is to be set up in the Irish

Republic. American memory storage producer System Industries is establishing an IR£3 million subsidiary near Dublin airport to manufacture disc and tape controllers.

It hopes to employ about one hundred staff within two years of start-up, and will join the existing 250 plants involved in electronics manufacturing that are already operating in Eire.

UK events

Computertown UK, Naissea Library, Avon, until November 18
Software Expo, Wembley Conference Centre, London, November 8-10

Home Computer Exhibition, Dublin, November 9-13
Personal Computer & Leisure Technology Exhibition, Homestead, Bristol Exhibition Centre, November 11-13

Malvern Micro Fair, Malvern Winter Gardens, Worcs, November 12
Manchester Apple Village, Belle Vue, Manchester, November 13-18

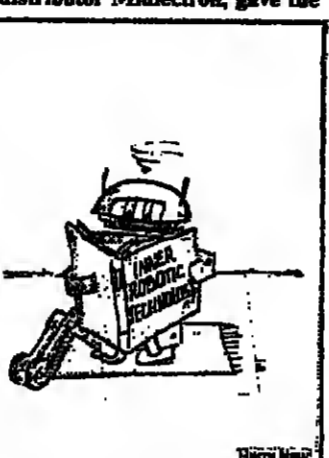
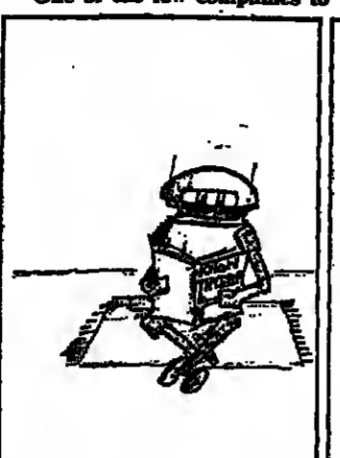
COMPEC, London, Olympia, November 15-18
Computer Aided Design for the Building Professional, RIBA, 66 Portland Place, London W1, November 15-18

Hamerside Computer Fair, Winter Gardens, Cleethorpes, November 20
Northern Computer Fair, Belle Vue, Manchester, November 24-26

Overseas events
Gulf Computer Exhibition, Dubai, November 21-24
Computer Indonesia, Jakarta, November 22-25
Computer Dealers Exhibition, Las Vegas, USA, November 28-December 2

Compiled by Personal Computer News

ASOB



Fun in graphics at £2,000 a second

By Keith Mason

Walt Disney, a man who had such an imaginative genius for animation is, by now, likely to be rotting in his grave at the thought of a possible computer takeover of the art form which he helped to make so popular.

Although computer graphics in the form of computer-aided design systems have been around for a decade or more, it is only in the past couple of years that people have realised the enormous potential computers have in aiding designers with life-like graphics and animation.

Computer-generated wire-frame drawings for engineers, for instance, although they have a certain aesthetic appeal, are decidedly old-hat. There is no

graphics or animation in the title sequence - Angels, The Mooney Programme, Newsnight and Bergerac among them.

The Channel 4 logo owes its existence to a computer and is a monument to the current state of the art. When the thing rotates, apparently all the shadows and reflections are where they would naturally be - so watch closely next time.

Not everything is perfect from the beginning. Initial tests on the Channel 4 logo disintegration sequence saw one missing piece mysteriously trying to join the logo while the rest broke up. A further graphic commissioned for a darts programme on TV was intended to demonstrate a maximum 180 but initially showed that the third dart had missed when viewed from behind. Still, it just proves you can't win them all first time round.

Advertising agencies, too, have been keen to cash in on the special effects that can be achieved with computer graphics and animation and judging by the stunning achievements it would seem that dear old Walt's domain will not be able to hold out much longer. Already it is rumoured that the Americans are working on computer-generated 3D cartoons which will be on television in a few years.

There are, however, drawbacks associated with the possible future development of computer animation, the most important being the cost. Computer graphics are hideously expensive to produce, with anything commercially decent costing in the region of £2,000 per second which consists of 24 35mm slides. So, at the moment, only those with extremely deep pockets and relatively high advertising or research budgets can afford to experiment.



reason why they should not have flesh on the bones as well.

John Vince of Middlesex Polytechnic, who has been plugging away since the late 1960s developing a suite of software programs called Picasso designed to take the drudgery out of graphic design and animation on computers, confirmed that in the last couple of years, development of computer graphics has been particularly rapid reaching a point of sophistication which has finally made the outside world sit up and take notice.

Perhaps not surprisingly television companies were among the first to jump on the bandwagon. Hardly a TV programme goes by these days without some form of computer

Time for new thinking at the bureaux

Computer bureaux, whose death has been prematurely announced for the last two years, will have to rethink and recruit a wide variety of new staff in order to avoid a slow death in the market.

The rationale behind the success of bureaux has long passed for all but the specialist. They were founded on the principle that computer time and storage was expensive while there were more users than time available.

The bureaux therefore bought a big expensive machine and split its use between a host of customers. At first the customers had to send their data to

existence will now claim that it is a computer service company, offering a range of services from the traditional time on a big machine, through applications development to complete systems implementation.

All these new aspects of the job mean new skills. Software development will have to be grafted on to the software support function if specialised users are to be enticed and kept in the fold.

Technological evaluation will have to be done by someone within the company if the bureau is to branch out and offer its own special software running on someone else's hardware.

The marketing operating will have to be strengthened to include technicians who can talk to the customer in their own language so that the specialist market niche can be addressed in its own terms.

Bureaux are going to find it difficult to find these new talents. They will have to fight among themselves for the best talent and also do battle with every other computer services company, none of which will lie down and let the reformed bureaux walk away with either its talent or its market.

Clearly not all of the bureaux can make the transition. Those that do not have plans to shift their position will die sooner rather than later, given the speed with which the personal computer market is eating away at the installed base of terminals sitting on executives' desks.

Many of them need not die, however, given the talent of their employees and the potential in the computer services market.

JOB SCENE

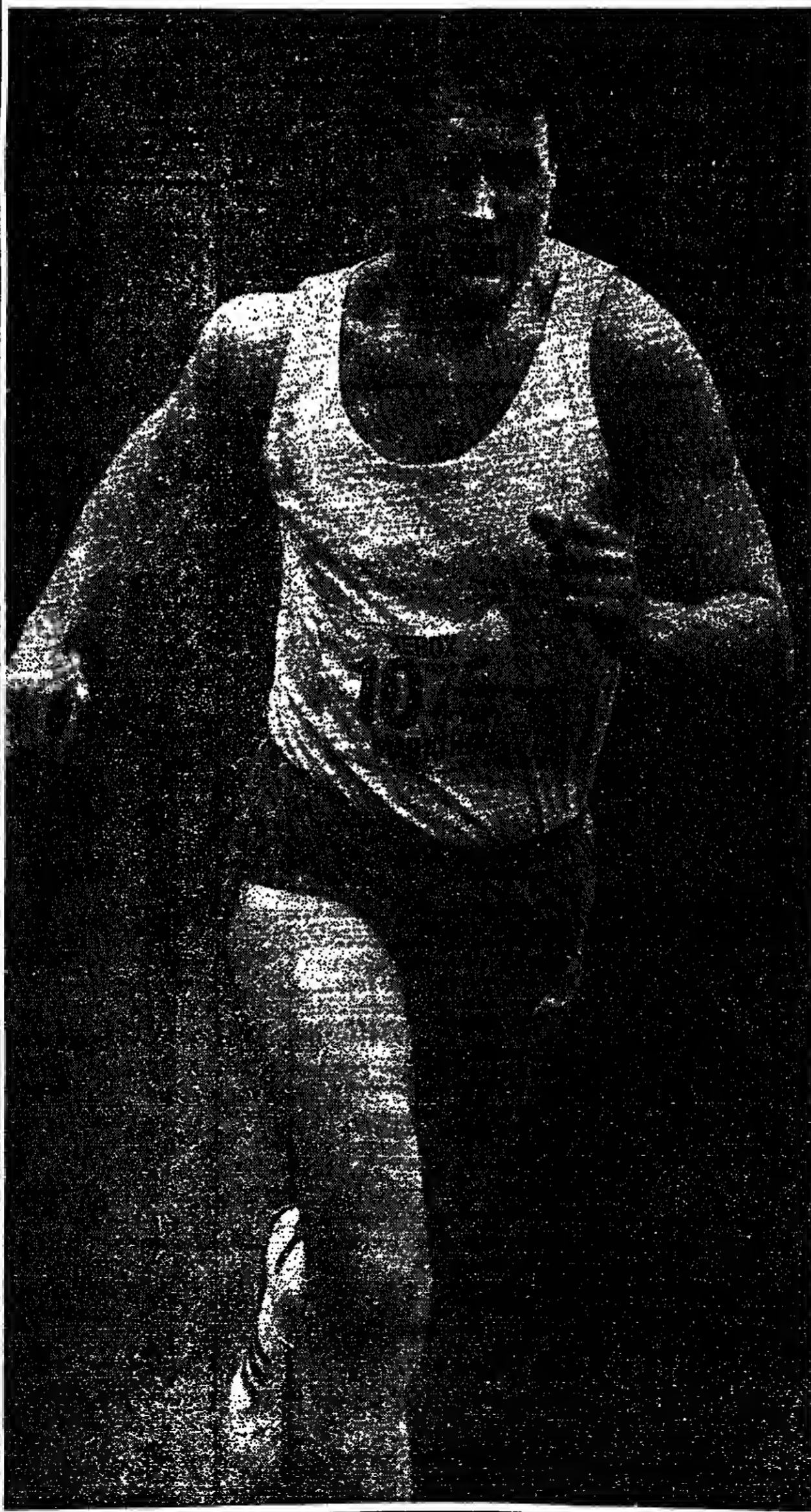
Richard Sharpe

the bureaux for processing but lately the customer could simply dial from a supplied terminal and activate the programme or log on for a session.

The falling cost of computer power and the advent of the microcomputer are now killing that simple business. Bureaux which have not developed a specialised niche are dying faster than those that have because there is still a demand for extraordinary power and services for financial applications and engineering users.

The old-style bureaux need salesmen to sell them computer time, a handful of operations staff to keep the whole thing running, and a few software support staff to supervise the development of the operating system and customers' software. Virtually every bureau still in

The 10 Series copier. Likes to think for itself.



RANK XEROX



The new Xerox 1075 is the pride of the 10 Series range. If you like, the new state of the art.

As it has the ability to monitor its own paper flow and copy quality, it can check constantly for deviations (some of which may not even be visible to the human eye) and make its own adjustments.

So you get top quality copies even doing the longest copy run.

It can copy at up to 70 copies per minute, has four pre-set reduction ratios as well as a variable 'zoom' reduction facility.

And, as it's a modular copier (with various configurations), the 1075 can offer you everything from stapled sets to automatic double-sided copying, reduction, and even a unique built-in computer forms feeder.

Furthermore, the 1075's microprocessor technology gives you a total of fifteen variations on the contrast of your copies, and a self-diagnostic illuminated message display system. A device that tells you what it is doing and what you need to do next.

Not that the 1075 should need much help. Because it, and the other copiers in the 10 Series range, have been subjected to the most exhaustive series of tests and research ever mounted by the company.

The result of all this painstaking research is a range of copiers that are quieter, more advanced, more economical and more reliable than anything we've ever produced before.



FREEPOST THIS COUPON TODAY. NO STAMP REQUIRED
To Rank Xerox (UK) Ltd., Freepost, 21 Stephenson Way, London NW1 1YH. Please let me have, without obligation, further information on the Xerox 10 Series Copiers.

Name _____
Position _____ Tel. No. _____
Company/Organisation _____
Address _____

Postcode _____

Type of business _____ Please tick if you are a Rank Xerox customer.
24-HOUR INFORMATION SERVICE. ASK THE OPERATOR FOR
FREEPHONE RANK XEROX
OR DIAL 01-380 1418

BRITISH MARRIAGES, DEATHS AND MEMORIAL SERVICES
Announcements authorized by the bride and groom...

MEMORIAL SERVICES
DAVE A service of Thanksgiving for the late Dave...

HOLIDAYS AND VILLAS
AUTUMN/WINTER CHRISTMAS/NEW YEAR LOW COST FLIGHTS TO...

PERSONAL COLUMNS
SKI BLADON LINES
* Fourteen top resorts in France, Switzerland, Italy and Austria...

WINTER SPORTS
TREVOR PLACE, SW7
Two excellent, large, modern houses in very quiet situation...

La crème de la crème
MERCHANT BANKING PA
A superb opportunity has arisen writing a prestigious City bank...

BIRTHS
BAKER-On October 29th, 1983, at the Princess Alexandra Hospital...

MEMORIAL SERVICES
ADRIAN In loving memory of my dear friend...

HOLIDAYS AND VILLAS
HOLIDAY BARGAINS
Nov 20, 27, Dec 4, 11
Price per person from: night only...

PERSONAL COLUMNS
BLADON LINES TRAVEL
309 BROMPTON ROAD, LONDON SW3 1DY
Tel: (01) 743 2200

WINTER SPORTS
CHESTERTONS
01-937 7244
LANCASTER GATE SW10
Smart newly built 4/5 bed town house...

La crème de la crème
YOUNG RECEPTIONIST
Literary Agents £25,500
If you like to greet famous authors, handle a simple sub-editor...

BIRTHS
BOWEN-On October 28th, 1983, at the Princess Alexandra Hospital...

MEMORIAL SERVICES
DOLPHIN SOCIETY
ESTABLISHED 1929
The President, Mr. G. E. McWaters...

HOLIDAYS AND VILLAS
IBIRO TRAVEL
London 01-724 1260
Mid/North 0604 20400

PERSONAL COLUMNS
FOR SALE
FRIDGE/FREEZERS/COOLERS, etc.
HARRISON 1st and 2nd hand...

WINTER SPORTS
CHESTERTONS
01-937 7244
SW17
Newly decorated 3 bed town house...

La crème de la crème
BERNADETTE OF BOND ST.
Recruitment Consultants
No. 55, New Bond St. London W1

BIRTHS
BURNETT-On October 29th, 1983, at the Princess Alexandra Hospital...

MEMORIAL SERVICES
JOHN WILSON
A service of Thanksgiving for the late John Wilson...

HOLIDAYS AND VILLAS
PILGRIM-AIR LTD
44 George Street, London W1P 1FH
01-637 5333

PERSONAL COLUMNS
RENTALS
BELGRAVIA
Bright, spacious flat situated in the very sought after Square to Belgrave...

WINTER SPORTS
CHESTERTONS
01-937 7244
SW17
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